CHEWN the newsweekly for pharmacy

August 25, 1990

PHILIPS PHILIPS THE EXPERTS IN HAIRCARE

Panel rebuts PSNC on all counts on pay

Medeva move from Horsham to Lancashire

How FHSAs work for contractors

Appeal for help for Romania



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HITS PAIN WHERE IT HURTS

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SNC appears to have nowhere else to go in its pay dispute with the Department of Health now the Pharmacy Review Panel has dismissed its reference out of hand this week. Even worse, the Panel seems to question its own existence in the current ill-defined framework for pay negotiations. "Negotiating rights within cash limits are a farce" and "Outside the NHS such a situation would be immediately referred to the Monopolies and Mergers Commission' were among the more printable comments this week from a pharmacy contractors side which is increasingly frustrated by its inability to conduct any kind of realistic dialogue with the Department over pay.

chairman David Sharpe, having publicly expressed confidence that there would be a satisfactory outcome from the Panel, now says contractors' only hope is that the Department will enter into meaningful negotiations... Some hope! And if Mr Sharpe were able to speak personally, rather than as chairman, he may well have been less diplomatic.

Pharmacy contractors are now at the head of the creek

without a paddle. But it is not so much the fact that the Panel considers 1990-91 to be a closed book that is alarming, but rather that it says there is no cause for dispute once the Secretary of State has made a determination, ie imposed a pay settlement. Where can contractors go to seek some kind of independent appraisal of their situation? Mr Clarke has made it quite clear that a review body is out of the question as long as he is in office. It is understood PSNC has been told that recourse to law is inadvisable unless all other avenues have been exhausted. Since the Department has offered further talks to try and define exactly what "recruitment, retention and motivation" means in terms of pay, this is clearly not the case.

Now is the right time, if ever there was one, to write to your local MP to tell him, in an icy polite way, exactly how you feel and intend to vote when given the opportunity. This is one of the few remaining means that pharmacists have of exerting any influence over the increasingly dictatorial attitude of the Government. Meanwhile contractors find themselves effectively being told to shut-

up over pay... or shut up shop.

Panel turns down PSNC on all counts

Hopes that the Pharmacy Review Panel would decide in favour of contractors in their dispute with the Department of Health over its 1990-91 pay settlement have been firmly quoshed this week.

The Panel has told the Pharmaceutical Services Negotiating Committee that since Secretary of State Kenneth Clarke has exercised his right to impose a pay settlement, it cannot offer any useful advice, as there is no longer any matter for negotiation. It has therefore turned down PSNC's reference.

PSNC chairman David Sharpe says he is "surprised and disappointed" by the Panel's decision. "It appears the only hope is that the Department will enter into meaningful negotiations on the criteria on which future remuneration is to be based. The Panel's letter indicates that if an impasse is reached in the talks then they might be prepared to consider a reference. We will be pressing the DoH for an early and conclusive meeting in what is obviously going to be a difficult run of negotiations."

The Panel also questioned its role in view of the remuneration arrangements which have been in operation since the abrogation of the former contract. The Panel says it cannot make a useful determination of total remuneration in the new situation until it is in a position to understand the criteria being applied.

PSNC had asked the Panel "to consider the appropriate level of remuneration for pharmacy contractors in 1990-91 in the light of the Secretary of State's final offer (including the treatment of any underpayment arising in respect of 1989-90) and the criteria to be used in this and future determinations and to make

recommendations"

Mr Clarke, in announcing the imposition of a pay settlement at the beginning of July, said that acceptance by the Panel of the terms of reference would be a step towards PSNC's long term aim of establishing a review body. This was something he could not accept. He went on to say that in his view the reference would represent a significant departure from the way in which the Panel had previously operated. The Panel seems to agree.

PSNC has already written back to the Panel requesting a meeting to discuss the matter further, but the Panel is highly unlikely to change its stance. The Committee meets in mid-September to consider its next move.

There has been talk of legal action but it is understood that this is considered inadvisable until all other avenues have been exhausted, and the Department is still offering further talks on the "retention, recruitment and motivation" criteria used as a basis for pay talks. PSNC secretary Steve Axon describes this as "a recipe for the Department to continue to prevaricate".

The Panel says...

The Panel has given careful consideration to the terms of the reference requested by PSNC. However, since the Secretary of State has exercised his right (which PSNC does not question) to determine the remuneration of pharmacists for 1990-91, the Panel has concluded that it cannot offer any useful advice since this is no longer a matter for negotiation. The Panel is therefore unable to accept the reference as it stands.

The Panel believes that the request for a reference by PSNC has brought to the fore the need to clarify its role in the situation which has existed since the abrogation of the former contract. Previous references normally concerned specific disputed issues within a framework (the "balance sheet"). However, the introduction of the new arrangements led to the making of offers so constructed that any reference to the Panel seems likely to require examination of

the whole package. The Secretary of State feels that the terms of PSNC's reference would represent a significant departure from the way in which the Panel has previously operated

operated.

Although it was agreed in 1989 that the Panel should continue to operate within its existing terms of reference, the Panel has concluded that it cannot make a useful contribution in the determination of total remuneration in the new situation until it is in a position to understand the criteria being applied. It has noted that further talks have been offered by the Department on this subject. The Panel believes that these discussions should be pursued urgently, so that they can be concluded in time for the start of negotiations for the year beginning April 1, 1991. The Panel further believes that the discussions should include consideration of its role in the changed circumstances.

Premises up 16 in July

The number of premises on the Royal Pharmaceutical Society's Register rose by 16 in July to 11,670.

In England, there were 16 addditions and three deletions, Scotland was unchanged, Wales had two additions and London two additions and one deletion.

British pharmacists caught up in Gulf crisis

According to the Register of the Royal Pharmaceutical Society, seven members of the Society hold registered addresses in Kuwait, of whom at least two are British nationals.

C&D was unable to discover if the two were still in Kuwait at the time of the Iraqi invasion as we closed for Press

There are 24 pharmacists with registered addresses in Saudi Arabia on the Royal Pharmaceutical Society's Register, of which at least 12 are British nationals. Three members of the RPSGB have registered addresses in Jordan.

Minister rejects pharmacist's discount moan

David Newton, a community pharmacist from Hull, has made a personal complaint to the Department of Health over the discount clawback system.

When Mr Newton received a prescription for Ciproxin and Pipril injections — total cost \$3,000 — he was unable to obtain the items from his usual wholesaler. He ordered them from another supplier with the result that he received no discount on the first \$2,000 of the order and 8 per cent thereafter.

In addition, as his ingredient cost for the month was high, the discount clawback per prescription rose from 42p to 54p costing him a further £360.

Mr Newton wrote to his local MP, James Cran, who passed the letter to the Department of Health. In her reply, Health Minister Virginia Bottomley stressed that the discount system is an averaging system which was needed 'to encourage pharmacists to seek, and wholesalers to offer, discounts'.

"What matters is not whether pharmacists gain or lose on any one prescription but whether the arrangements for paying pharmacists give them a reasonable reward for their work overall," she said.

Mr Newton pointed out that the discount inquiry was carried out over a small sample of 220 pharmacies and unusual prescriptions were likely to be missed. He also questioned whether the system worked to his advantage, because, as his local doctors did not prescribe many generic products, he was unable to recover the discount that was clawed back.

In reply to his second letter, Mrs Bottomley said that "if Mr Newton had normally used a supplier who stocked the products the problem would not have arisen." But says Mr Newton, "no one wholesaler stocks every product and furthermore, no wholesaler is always in stock of everything". He believes there must be a mechanism in the remuneration system so that discount is not deducted where it was unobtainable. "The invoice is there for all to see, so it can be easily proved whether discount can be obtained or not", he says.

Pill to warn of cancer risk

Information leaflets in packets of the Pill are to carry a warning that it might increase the risk of breast cancer in women under 35.

This follows an agreement between the Department of Health and Pill manufacturers, and the wording of the warning will be the same for all brands.

It will state: "The evidence linking combined or al contraceptive use and breast cancer remains inconclusive. The results of some studies suggest an increased risk of breast cancer presenting below the age of about 35, the risk rising with duration of use.

"Any possible increased risk of breast cancer is, however, likely to be small, and may be expected to be less with low dosage Pills.

"This possible risk should be weighed against the many benefits of combined oral contraceptives, including their protective effect against ovarian and endometrial cancers."

This should appear on most brands by the end of the year, say Wyeth, whose brand Minulet already carries the warning.

Pharmacists must be graduates

The last link in the distribution of medicines to the public must be a graduate professional with the ability to draw attention to prescribing errors, supplement advice from doctors and advise on appropriate medicines for self care, says the Commonwealth Pharmaceutical Association.

If the public is to be protected in their use of medicines, community pharmacists must belong to a strong professional organisation capable of ensuring governments introduce necessary legislation and have satisfactory enforcement procedures.

These views, expressed in the CPA's latest newsletter, follow reports of an incident in a developing country where a medicine was being administered to children at higher than the manufacturer's recommended dose, resulting in fatalities.

The CPA is encouraged by reports that the World Health Organisation is to circulate its report "The role of the pharmacist in the health care system"

Boots launch unisex career break scheme

A scheme which allows male as well as female employees to take a break to look after their children has been launched by Boots.

Employees at senior assistant level or above will be able to take up to five years off without it affecting their service, pension or holiday rights and with the guarantee they will be able to return at the same seniority, though not necessarily to the same job.

In fact the scheme is much wider than just a sabbatical for young mothers and fathers and the company expect employees to apply for breaks for a variety of reasons, such as further education; "some people are attracted to the idea of a mad cram

for an MBA in a year rather than the alternative of part-time education," a spokesman said.

education," a spokesman said.

Staff taking a career break will be assigned partners who will keep them in touch with the company. "Your partner will give you a ring every so often, send you the company newspapers and keep you up to date on gossip. Career breakers will be welcome to call in for lunch to keep in touch with their colleagues."

A condition of the career breaks is that the employee works two weeks a year, and while this may be to cover holidays it could also be to take a training course to avoid losing touch with developments within the company. Or they might be asked

to carry out special project work for their department. Boots will continue to pay the employee's professional subscriptions.

Initially the scheme applies only to employees of the chemist division, but other staff in the group are likely to be eligible by the end of the year.

David Kissman, director of personnel (Boots the Chemist) said: "We have already introduced schemes to improve the recruitment and retention opportunities for staff; both job share and term time working have been very favourably received by management and staff. Career breaks are an extension to these schemes and complements the total package."



Minoxidil by mail order under investigation by MCA

The sale to UK residents of minoxidil for the treatment of male baldness by companies based in the Channel Islands is being investigated by the Medicines Control Agency, the Department of Health confirmed this week.

In the UK minoxidil is classified as a Prescription Only Medicine though it is not prescribable on the NHS. But the provisions of the Medicines Act do not apply in the Channel Islands.

One company involved in this type of importation is Bio-Trans (Jersey) Ltd, of Claremount Lodge, Tower Road, St Helier, Jersey. They are circulating a mail shot to the UK saying minoxidil can be bought through the company with significant

benefits as the purchase is classed as a personal import". This can be done, records the mailing, with no prescription, visit to the doctor, review of the treatment, travel costs or extra medical expenses.

The mailing records: "The medical profession recognises only one product as effective in both stopping and reversing hair loss — minoxidil. No other treatment has ever been given such an endorsement. Indeed, millions of users throughout the world testify to the amazing results achieved through regular use

Mr T. O'Brien, of Bio-Trans, told C&D that various preparations of minoxidil were being manufactured by a ''leading

UK pharmacist" for sale by the company.

They are, for instance, offering six months 2 per cent minoxidil treatment for £69. Other preparations include added tretinoin, or progesterone, a shampoo, conditioner and a 4 per cent treatment.

The "British National Formulary" notes: "The Royal Pharmaceutical Society's Law Department has reminded pharmacists that neither the safety nor the stability of mixtures of minoxidil lotion with other products has been established".

The UK pharmacist was reluctant to comment other than to assert they were operating within the law.



You'll rest easier this winter if you're well stocked with Karvol.

Our TV commercial has been so successful, it has boosted our sales by 28% over the last 2 years.

Not surprisingly, the campaign is going to be back on air later this year with a £l.l million spend.

The ad shows how Karvol's vapours unblock a child's nose helping him sleep more easily.

Karvol is available in packs of 10 for new mums



to try out and 20's for more confident mums who already know how effective it is.

If last year is anything to go by, the demand for Karvol will be even greater.

So get ordering. After all you don't want to be kept awake worrying whether you've stocked enough.

'Burnout' among pharmacists

American pharmacists who suffer "burnout" are typically female, under 40, staff or employee pharmacists in a large chain community setting, and in practice and in the same job for less than ten years.

These were the findings of a survey, published in American Pharmacy this month, which concluded that American pharmacists experience moderate levels of emotional exhaustion, depersonalisation and lowered feelings of accomplishment.

Drs Monina Lahoz and Holly Mason of the Universities of South Carolina and Purdue used a nationwide mail survey to investigate stress among pharmacists, and how this affects them.

Burnout is defined as "a syndrome of emotional exhaustion and cynicism that occurs frequently among individuals who do 'people-work' of some kind''. Women reported higher burnout levels than men, and among the high risk groups identified, women tended to be in the majority.

In general, the younger a pharmacist, the higher a degree of burnout, while employee or staff pharmacists suffered more than pharmacy owners or partners. Independent community pharmacists reported significantly lower levels of emotional exhaustion than their counterparts in large chains and hospital pharmacies.

Generally, too, the longer time spent in practice, the less degree of burnout. This may be related to more experience or knowledge of the job, or having adjusted personal expectations of the profession, says the report.

The authors stress that <mark>caution must be used in</mark> generalising from their findings. However, they advise that employers can minimise the possibility of burnout by establishing open and honest communication with staff, taking time to support and encourage employees, ask for input, and determine their aspirations.

Pharmacy contractors in Northern Ireland are still awaiting a pay offer from the Department of Health. The holiday period has delayed talks. However Pharmacy Contractors Committee secretary Mr T. O'Rourke hopes to have an offer on the table for discussion at the next PCC meeting in early September, for possible implementation in October.

TOPICAL REFLECTION

Wholesale friends?

I can remember when Macarthy was run by pharmacists but I am too young to remember them as a purely retail company. National wholesale ambitions were thwarted by Unichem's unilateral abandonment of Queensbury rules and now, with that division's sales to Medicopharma NV, they have retreated to their retail

The wholesale scene will become dominated by the big three with further attrition of the small independents inevitable, but now that Unichem have joined the ranks of the Plcs, is there not room for a truly friendly wholesaler to service the independent retailer? The choice may rapidly be between selling out to the highest bidder, or amalgamating to offer a comprehensive alternative. That survival would be enhanced by the active involvement of the retail sector, and the establishment of friendly society status.

Unichem have proved it can be done but is therefore anyone brave enough to repeat their success and still remain friendly?

Addicts — an uneasy trust

Most of the local drug addicts know me and a mutual awareness has developed over the years such that I rarely feel under threat. But the other day two male addicts came in whom I had not seen before. They both looked a little "nasty" and, as one was asking for syringes, I saw the other slip a pair of sunglasses under his coat.

Suddenly, the "trust" built up over the years meant nothing, and I felt very vulnerable, but this incident reminded me of the sometimes knife-edge relationship



all pharmacists have with some of their clientele. We are not simply shopkeers but are at the front line interface between drug usage and supply. With familiarity I have probably become too relaxed, but this incidence has forcefully reminded me of how vulnerable we all really are!

Category 'A'

Once again I have lost out on a Drug Tariff category "A" drug. In fact looking more closely at the Tariff I

find I am regularly using my hard earned capital to supplement the financial

inequities of the NHS.

Î mentioned this several weeks ago and a deafening silence was the result, so why not another a gentle reminder to PSNC? Can we scrap category "A" in the Tariff now, or please tell me a good reason why not?

Not a sporting type of gel

Feldene gel is now available in a 30g pack but called "sports gel", and not indicated for arthritis. Should a script for 30g Feldene gel be dispensed as 60g gel or 30g sports gel? They are the same formulation, and if the doctor prescribes 30g he wants 30g, but the patient may be using it for arthritis when I suppose I should dispense the 60g. Maybe I should contact the prescriber and ask whether he means sports gel, and if "yes", then ask for a new script to satisfy the PPA's different product rule!

Or perhaps I should take up a rational occupation, like marketing the same product in two different sizes, with two different names for apparently similar purposes, bar one. Or maybe I should take two aspirin, a double whisky and go to bed early because, perhaps in the morning it will all have been a bad dream!

EUNTERPONTS

Joining the Benylin supporters

Pharmacists and their staff are invited to join the Benylin supporters club as part of a Warner-Lambert promotion starting this month.

Pharmacists who correctly answer five sporting questions and complete a tie-breaker have the chance to win two pairs of tickets to a major sporting event of their choice in 1991, complete with hospitality. Twelve pairs of tickets are available to the runners-up.

Pharmacy assistants have the chance to win tracksuits and sports bags by answering four questions about the Benylin children's range and completing a tie-breaker.



The competition will run nationally until the end of the year. Details are available from Warner-Lambert sales representatives. Warner-Lambert Health Care. Tel: 0703 620500.

AAH filters

AAH are adding water filters from Amber Services to their range. The Amber baby travel water filter is now available from AAH distribution centres.

The Amber household unit and the new mini household unit with replacement filters will be included in the AAH portfolio. AAH Pharmaceuticals Ltd. Tel: 0928 717070.

PR Spray extends from ice to fire



Crookes are extending their PR Spray brand to cover the heat spray market.

PR Heat Spray will be available from next month in 150ml ozone friendly aerosol cans (£1.99) as a remedy for muscular injury and pain.

Relief is brought about by the warming action of methyl salicylate (1.24 per cent). Other

active ingredients are ethyl nicotinate 1.1 per cent, and camphor 0.62 per cent.

Crookes say that to ensure PR Heat Spray reaches both young and active, and old users they will focus on neither group but advertise it as the alternative to discomfort.

To support the launch, Crookes plan a £500,000 national poster advertising campaign starting in October, with a second burst in early 1991. Posters will be placed at Adshel bus stop sites, in "carefully researched" locations, mainly within 200 metres of a pharmacy.

Window showcards, a large dummy heat spray can, and a new consumer leaflet are available. "The PR guide to the relief of muscular injury and pain" draws attention to the different types of muscular pain and its relief, and details how hot and cold treatments act as complementary therapies, say *Crookes Healthcare Ltd. Tel: 0602 507431*.

Unichem get new Pudgies

Unichem have signed an exclusive deal for Pudgies Natural baby wipes, which will be launched in September.

Pudgies Natural are said to be environmentally friendly with recyclable packaging and fragrance-free, hypoallergenic ingredients. The wipes come either in canisters or flat packs.

The canisters are available in 80s (£1.89) and 150s (£2.99), in outers of 12 and six respectively. The flat pack contains 84 wipes (£2.49) and comes in outers of 12.

Unichem are offering customers a free calculator with orders of any four cases during September, as well as a 13 per cent discount on trade prices. *Unichem. Tel: 081-391 2323.*

ICI have introduced new packaging for their Allfresh and liquid soda crystals products launched earlier this year. The entire look of the packaging for Allfresh, a household deodoriser and liquid soda crystals, an all-purpose cleaner, has been updated. ICI Homecare. Tel: 0606 704444.

Teething gel joins updated Gripe Water

LRC have updated their Woodward's gripe water and added a teething gel to the brand.

Gripe water (150ml £1.29) now contains no alcohol. Instead its new preservative is one which LRC will not reveal. They believe theirs is the only gripe mixture with a new preservative, which they say has been passed by the Department of Health.

Despite the removal of alcohol, the taste is similar to that of the old formulation, the company claims; the active ingredients — sodium bicarbonate and dill — remain the same.

The packaging has been updated with the Woodward's branding and the no alcohol claim highlighted. The main change to the directions is as a result of a

product licence amendment, recommending its use in babies of up to one year only. In keeping with this, the boy and girl figures on-pack have been replaced by a younger baby.

One of the Woodward's strengths which have made it the brand leader (approx 55 per cent value share) in the gripe mixtures market is that mothers perceive it as a natural, home remedy, according to LRC new product development manager Nick Pearse.

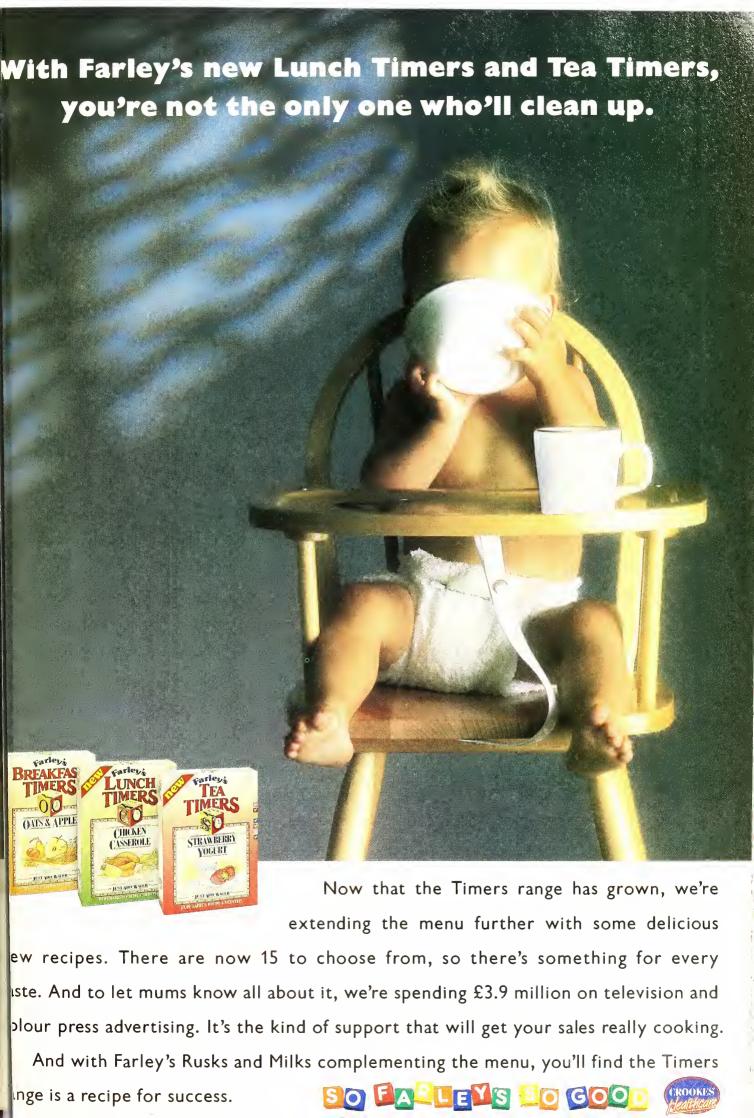
Seeking to build on this, they are launching what they claim is the first natural, sugar-free teething gel.

Unlike other teething gels, Woodward's can be used on babies of any age, and as often as required, say LRC. It contains bee propolis, said to have antimicrobial properties, myrrh, for its antiseptic and numbing effects, and sage, which helps to control infection, and reduce inflammation.

Both Woodward's gripe water and teething gel will receive £500,000 support throughout the year. They will be included in Bounty bags with an explanation leaflet plus 20p-off coupon and nursery mobile for new mums, and will feature in antenatal books, *Practical Parenting*, and the National Childbirth baby annual.

National consumer Press advertising, and advertising to health visitors and midwives is also planned. Point of sale material for pharmacies will include shelf talkers, leaflets and mobiles.

More ''non-pharmaceutical'' Woodward's products are planned, say *LRC Products Ltd. Tel: 081-527 2377.*



More ranges from Roc

Roc have introduced a full range of cleansers and freshners which will take the brand into the Autumn.

The range comes in newly designed frosted glass bottles for normal/combination, dry and very dry skins.

For normal/combination skin, the company has introduced a balancing cleanser (150ml £8.45) which is said to remove all traces of make-up and impurities without damaging the skin. To complement this there is the balancing freshener (150ml £8.45) with lime blossom extract.

For dry skin, Roc have come up with a soothing cleanser (150ml £8.45) which contains de-waxed lanolin, and a soothing freshener (150ml £8.45) which is alcohol free and is especially suitable for dry,

delicate skin.

Finally the company has introduced an extra gentle cleansing cream for very dry skin (50ml tube £6.85) and an extra gentle freshner (150ml £8.45) which contains gentian extract.

Support will include a counter merchandiser, showcard and miniature samples, and the range will be sold in at the end of the

month.

Meanwhile, in October Roc will relaunch their Myosphere range which will now be packaged in a tube, although the formulation remains the same.

Myosphere being relaunched alongside Roc eye contour treatment gel. Both products will be presented jointly in a counter merchandiser.

Further support material will include a countercard, consumer leaflet and miniature samples say

Myosphere in a tube will be sold in at the end of the month and will retail at £17.95 (30ml) against the original price of \$22.95. Laboratories Roc (UK) Ltd. Tel: 071-823 9223.



Following the 1989 trend towards purchasing single, high priced, fine fragrance items as Christmas gifts in preference to packaged gift sets Andmaw, distributors for Van Gils are not offering any multiple sets for 1990. Instead the two best selling lines have been wrapped in stylish rigid boxes. The 50ml Eau de Van Gils — an intense after shave which was launched last year — and the 100ml after shave are packaged in dark grey presentation boxes with metallic gold trim to match the contemporary packaging of the bottles. A £300,000 advertising campaign prior to Christmas will use 700 poster sites and magazine advertising in titles including You magazine, The Sunday Times and GQ. The Christmas presentations will be available at normal retail prices: £15 for the 50ml Eau de Van Gils and £21 for the 100ml after shave vaporisateur. Andmaw Enterprises. Tel: 0734 328989.

Clinisan additions for sensitive skins

Venture are adding two new products to the Clinisan skin cleansing and skin care range.

been The range has formulated and tested for use in the elderly and those people who suffer sore, sensitive or dry skin, says the company. Emollient wash cream is particularly suitable for daily cleansing routines for incontinence sufferers. It is a soft cream, combining "gentle but effective" soap-free cleansing with an emollient and moisturising characteristic.

Clinisan deodorant body wash is a soap-free lathering wash for repeated use by those suffering

problem skin conditions. It can also be used as a shampoo.

Both new products are supplied in a flip-top container, with the option of a pump dispenser available if preferred. Further information and free samples can be obtained from Venture Healthcare Ltd. Tel: 0629 582198.

Autumn at Rimmel

This Autumn sees a move towards a military theme for Rimmel, with muted shades of grey, khaki and green. These are lifted with splashes of cherry and scarlett and accents of gold.

For eyes, the company has come up with style eyes (£2.39), a compact containing shades in bitter chocolate, khaki, gold, green grey and silver.

The cheek colour collection (£2.49) contains shades of rose peach and apricot, while lips are in dusky or vibrant shades of red (£1.75). Nails are coloured to match the lips while extra build mascara with protein comes in shades of black or brownish black (£1.99). Rimmel International Ltd. Tel: 071-637 1621.

Leichner go so sheer

In line with the current trend towards minimal, understated make-up Leichner have introduced camera clear sheer foundation, a foundation which, they say, provides ultra light, natural coverage.

Sheer Foundation comes in natural, light and medium shades and is described as a light, easyto-apply cream foundation with added moisturisers and vitamin derivatives to help condition the skin. Sunscreens have also been added to the formula to protect the skin against harmful UV rays, say Leichner.

The foundation is packed in 30ml tottles (£3.49) with black screen-printed copy bearing the new-look Leichner livery.

As with all Leichner products, sheer foundation has not been tested on animals and contains no animal derivatives. Nor have any of the raw materials been subjected to animal testing, say Leichner (London). Tel: 0323

Frieda tackles problem hair

John Frieda have launched a restructuring shampoo and style refiner both said to offer a prescriptive approach to styling problem hair.

The restructuring shampoo (250ml £4.50) has been formulated to gently cleanse the hair and improve manageability, says Frieda. A dropper cap is used to dispense the correct amount of shampoo onto the hair, which means that there is no wastage.

The style refiner (200ml £4.95) is specifically designed for damaged hair, and is said to help improve hair texture as well as make styling easier. B<mark>oth</mark> products contain a sunscreen. John Frieda. Tel: 071-636 1401.

Dead Sea

UK distributors of I. Malki's range of Dead Sea Soaps, RDC (UK) Ltd, have announced that their range of natural, detergent-free soaps are now stocked by the following wholesalers: Brewhurst, Nature's Store Wholesale Ltd, Marigold and Natural Beauty, London. RDC (UK) Ltd. Tel: 081-203 6643.

THE TRIANGLE TRUST

The Triangle Trust 1949 fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed or formerly employed in the pharmaceutical industry in Great Britain. Such relief may include assistance with educational expenses.

The Trustees will also consider on their merits any applicaations for assistance beyond the scope of an employer's responsibilities, concerning education or training at recognised centres of study for general or special subjects.

For additional information,

or to apply for assistance, write to:-The Secretary Dept CD THE TRIANGLE TRUST 1949 FUND Clarges House, 6-12 Clarges Street London W1Y 8DH



NOW TEFAL SUPPORT BEAUTY WITHOUT CRUELTY.

Now there's a hair removal system that pulls out hair without pulling the skin.

New Caresse from Tefal has plastic discs which hold down the skin as the hairs are being removed gently at the root.

We're putting this message across in a $\mathfrak{L}^{1/2}m$ T.V. campaign.

So there is one thing you can expect to grow quickly.

Your sales.



Intercare distribute for **Allergan**

Products as their new distributor for the independent chemist sector, following the closure of Countercall.

Intercare will be servicing pharmacies with the full range of Allergan contact lens care

Full details will be available from the Intercare sales team who will be both taking wholesaler transfer orders and offering direct order as part of the normal Intercare ordering terms.

Customers wishing to obtain further information or place orders for the forthcoming bonus promotion should contact Jill Harmsworth, sales administration, at Intercare Products. Tel: 0734 790345.

Precise eyes from Rimme

Rimmel have launched the precision liner pen (£2.49) said to define the eyes without pulling the delicate skin around them.

Colour is evenly regulated through the tip of the pen and it remains fine throughout use, making it ideal for precision styled eyes, says the company.

The liner comes in colour matched barrels and caps with gold graphics in two shades of black or brown. Rimmel International Ltd. Tel: 071-637 1621.

Vantage are currently offering special deals on purchases of their economy range all-in-one disposable nappies.

Pharmacists ordering six outers of the Vantage economy range can claim a free trade outer of Vantage baby lotion (worth £8.64 at rsp); those buying 12 trade outers can claim a trade outer of Vantage all-in-one toddler 10s nappies (worth £16.80 at rsp). AAH Pharmaceuticals Ltd. Tel: 0928717070.



New breakfasts from Robinsons

launching a Robinsons baby food selection pack next month, and replacing two of their baby breakfasts with improved varieties.

The selection pack (£1.09) will contain four varieties — banana cereal baby breakfast, beef casserole baby meal, egg custard dessert, and egg and tomato savoury tea time treat — in full colour sachets.

Each sachet provides a serving for each mealtime occasion, and the pack offers mothers the chance to try a variety of meals at an economic cost, says the company. It is aimed at mothers who are about to start weaning.

A coupon worth 10p-off the

Empathy

A new £2 million television advertising campaign has been developed by Johnson & Johnson to support the relaunch of their Empathy ranges.

The campaign breaks this month in the Ulster, Yorkshire and Central regions with national

screening to follow in January.
Using the sign off "With
Empathy you never looked so good", the 40 and 20 second commercials reflect and reinforce the Empathy image provided by new packaging, say Johnson & Johnson Ltd. Tel: 0628 822222.

variety will be printed on the overwrap, together with a "Starter pack" flash in the top right hand corner.

Robinsons banana and orange cereal, and apple and blackberry cereal breakfasts are being replaced by orange cereal, and banana cereal, which are both gluten free.

Both obtained "very high scores" on Robinsons' baby testing panel, say *Colman's of* Norwich. Tel: 0603 660166.

Winter bonus

Unichem are offering customers discounts off normal trade prices and a free Olympus AF1 Super camera in a promotion across their own label analgesics, coughs and cold treatments, and vitamin and

supplement ranges.

The promotion pharmacists a 5 per cent discount plus the £129 Olympus AF1 when they buy 100 cases from the Winter products list. Goods have to be ordered in August or September, but deliveries can be split into three separate drops between September and the end of November. Unichem. Tel: 081-391 2323.

Cream Silk promotion

Elida Gibbs are supporting their Cream Silk brand with a price marked pack promotion which they hope will boost sales during the Autumn.

The national promotion, which will run in October and November, offers consumers a bottle of Cream Silk conditioner (200ml) for £0.99, £0.60 off the recommended retail price. Elida Gibbs Ltd. Tel: 071-486 1200.

ON TV NEXT WEEK

GTV Grampian **B** Border C Central CTV Channel Islands LWT London Weekend C4 Channel 4 U Ulster G Granada A Anglia TSW South West TTV Thames Television TV-am Breakfast SK Sky STV Scotland (central) Y Yorkshire HTV Wales & West TVS South TT Tyne Tees

All areas BSB & Sky Aquafresh tootpaste: **Colgate Gum Protection Formula toothpaste:** All areas Gillette Sensor: All areas Libra Bodyform: All areas except CTV, LWT & TTV, TV-am Listerine: Y,C,A,HTV,TSW,TVS & TTV Loving Care: Mum deodorant: All areas LWT,C,HTV,TSW,A,Y,TT,STV Nivea: GTV,BTV,HTV Sensodyne toothpaste: Sure: All areas Tums: All areas

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Complete Made-to-Measure service in traditional qualities including Flatbed Knit, One Way Stretch and Nylon Net.

• Stock Belts (abdominal & spinal)

Elastic Band Trusses

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No. 1 Brand in Herbal Baby Drinks.

The market for herbal baby drinks is growing rapidly. As the established manufacturer in this field, Milupa are No. 1 in the market and the No. 1 Baby Drink brand overall in chemists when sales are converted into made up 100ml servings.

Respected and Trusted.

It's a position we've attained because both mothers and babies alike have come to trust and love Milupa's Herbal Baby Drinks. Health Visitor recommendation in particular has increased demand for the range.

A Natural Success.

There is Fennel, Camomile, Herbal Blend and Hibiscus & Rosehip. Soothing and thirst quenching,

Milupa Herbal Baby Drinks are conveniently packaged in stay-fresh resealable 200g and 90g tubs. Granulated for easy mixing and to enable mums to mix as little or as much as baby needs, they are very economical too.

Healthy Sales in Chemists.

As a result of consumer loyalty and rapid growth, Milupa sales now account for almost one quarter of all baby drinks sales in the chemist.* And with constant advertising, sampling and promotions our sales can only increase. So make sure you stock Milupa Herbal Baby Drinks, the natural way to watch your sales grow.



See your Milupa representative or ring Milupa Sales Department on 081-573 9966. Milupa Ltd., Milupa House, Uxbridge Road, Hillingdon, Middlesex, UB10 ONE.

Infant Drink

Infant Drink

Waterjet for pharmacies

Bridge House are to advertise their Kitty Waterjet "perioirrigation' system pharmacists, following a number of requests for information. Previously the main stockists were dentists.

The Kitty Waterjet system (retail £34.35) directs a spray of water or approved mouthwash to the inaccessible areas between the tooth and gums, removing trapped food particles and reducing plaque levels, say Bridge Health.

The unit comes with four standard Waterjet tips, colour coded for each member of the family. Two optional attachments, the Sulcustip and Pocketip, are said to provide even deeper penetration in cases of excessive pocketing of the gums. Bridge House Laboratories Ltd. Tel: 091-384 3983.

Alka-Seltzer

A national TV advertising campaign for Alka-Seltzer breaks on August 24. Focusing around the Bank Holiday weekend, the new commercial will run for three weeks until September 14, and marks two new developments in the brand's history of consumer advertising, say Bayer.

It is the first stage in a move to expand advertising support across the year, and reflects the fact that although there is a sales peak at Christmas, the brand maintains its strength throughout the year. However, support around Christmas will continue.

The second change is that the advertisement features lemon flavour Alka-Seltzer. Again this reflects consumer trends — the lemon variant is proving increasingly popular, say Bayer UK Ltd. Tel: 0635 390000.

Askit now comes in capsule form



Askit, the powders for headaches, colds and flu distributed only in Scotland, is soon to be available in a capsule form.

It will be presented in packs of eight capsules (£0.75), in a dispenser with 20 packs, and 16s (£1.35), in display trays of ten. Point of sale material will also be available.

The formula remains the same, but the "convenient, easy-to-swallow" capsules will attract an even wider market for the brand particularly among younger people, Askit believe.

A £2.5m television advertising campaign for the capsules on STV and Grampian starts on November 1, and will achieve a 94 starts on per cent coverage of all adults, say Askit. It features a series of 30-second commercials with the 'miseries' cartoon characters hammering home the "Askit fights the miseries' message.

Pharmacists in Scotland will be mailed with details of the launch from September 10. Askit Laboratories Ltd. Tel: 041-336

BDC three months offer

Electrical distributors BDC have transferred the resources normally spent on their trade show into a three month long "Profit Portfolio" promotion.

During the peak September-November buying season, BDC, supported by over 30 leading manufacturers, will provide more special price offers than could ever be the case with a one or two day trade show"

In addition to price offers, retailers will be able to build up "Portfolio Points" on each order, redeemable against a list of quality goods and/or gift vouchers or by purchasing further goods from BDC. The climax is a grand prize draw with the winner receiving two tickets for a nine-day cruise around the Caribbean and Florida.

"Profit Portfolio is our way of

taking a trade show right to the retailer's doorstep, saving him valuable time and providing him with an opportunity to obtain special prices over a 12-week period, not just a couple of days, says sales and marketing manager Helen Douglas. BDC Independents. Tel; 021 776 7803.

Smith & Nephew are celebrating the thirtieth anniversary of Nivea lotions this year with a new advertising campaign worth £1m. The new advertisement has been created to communicate Nivea's continuing relevance to today's 'more sophisticated skincare user", says the company. It forms a part of Smith & Nephew's £5m investment in the brand this year. Smith & Nephew Consumer Products Ltd. Tel: 021 327 4750.

Fuji compact bridges gap

Fuji Photo Film (UK) have introduced a new top-of-the-range compact camera. The Fuii DL-400 Tele Super has been designed to bridge the gap between compacts and professional equipment.

The DL-400 Super has a onetouch, motorised, twin-focal length lens which switches from 35mm to 80mm, making it ideal for both panoramic photos and detailed studies. An automatic focus system uses three infra-red beams to cover a wider focusing area than conventional systems.

The camera is capable of shooting objects as close as 65cm away at either normal or telemode. A 3-mode flash feature gives the photographer freedom to select an ''auto'' flash; 'fill-in' (to highlight subjects in shadow or when natural light is too bright for the auto-mode); and "off" when the flash is not desired.

The DL-400 Super also incorporates a full range of auto film speed settings between ISO 50 and ISO 1600.

The DL-400 Tele Super uses a 6V lithium battery pack that provides up to 1,000 shots. It retails at £99.99. Fuji Photo Film (UK) Ltd. Tel: 071-586 5900.

Kodak are running a promotion this Autumn offering videotape to purchasers of their KAA-4 Xtralife batteries. The more batteries customers buy, the more tapes they can have. Three proofs of purchase of four-battery packs qualify for a single Kodak E180 tape, five proofs for two, and seven proofs qualifies for three free videotapes. The offer is live from mid-September to May to coincide with the peak TV viewing period and does not involve the retailer in any extra work; consumers simply send off the proofs from the special promotional packs to Kodak. Kodak Ltd. Tel: 0442 61122.

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FOR MEN AND WOMEN

Who's on course for a big win this Autumn?





A Champion Partnership

When you put the world's top golfer on Network ITV, alongside Britain's top disposable razor, you'll get a championship sales performance.

The £1m TV campaign starts October 1st with two striking new commercials starring Nick Faldo.

It's news that could put the other brands into the rough!

So get ready to cash in, as Faldo tees off with Bic for another big win.

Biro Bic Ltd., Whitby Avenue, London NW10 7SG. Telephone: 081-965 4060.

PRESCRIPTION SPECIALITIES



Pulmicort inhaler gets smaller packaging

packaging of Pulmicort inhaler, to allow for easier storage.

The content of the packaging has been rearranged so that the aerosol canister is placed inside the standard adaptor, while the spacer adaptor continues to be enclosed in the package.

their doctor to use the spacer inhaler instead of the standard inhaler can pull the canister out of the standard adaptor and place it in the spacer adaptor, say Astra. Full patient instructions are provided. Astra Pharmaceuticals Ltd. Tel: 0923 266191.

Sofradex can be used in the eyes again

Sofradex has regained the indication for use in the eyes. New packaging with the amended labelling will be available from the end of September say Roussel.

In the eye, Sofradex drops are now indicated for the short term treatment of steroid responsive conditions when prophylactic antibiotic treatment is also required, after excluding the presence of fungal and viral disease.

Its use had been restricted to the ear and eyelids, following concerns that polyformula steroid drops were causing red eyes, say Roussel.

In the ear, the drops can be

Miacalcic

week) is a range of synthetic salmon calcitonin injections indicated for hypercalcaemia, Paget's disease of bone, and pain associated with advanced metastatic bone cancer. Sandoz Pharmaceuticals. Tel: 0276

used for otitis externa. And Sofradex ointment can be applied to eyelids to treat blepharitis. Roussel Laboratories Ltd. Tel: 0895 834343.

BRIEFS

Cox have added the following cephalexin products to their range: syrup 125mg/5ml (100ml £1.59), 250mg/5ml (100ml £3.19); tablets 500 mg — white, film-coated, with a score line on one side (100 £31.59); capsules 250mg — grey and orange marked "Cx 250" (100 £16.11), 500mg grey and orange marked "Cx 500" (100 £31.59, all prices trade). Cox Pharmaceuticals. Tel:

Ciba-Geigy wish to point out that Serpasil Esidrex and Serpasil 0.25mg have not been discontinued; the 0.1mg strength, however, is no longer available. Ciba-Geigy Pharmaceuticals. Tel: 040350101.

Evans' trimethoprim tablets 200mg in packs of 100 have been temporarily withdrawn, and all stock is exhausted. Evans Medical Ltd. Tel: 0582 608308.

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f Mrs Robinson were putting on her stockings today, he'd probably be wearing Lastosheer Class 1 or 2. Why? astosheer is highly effective Graduated Compression dosiery from the World's largest manufacturer. And, recause she cares as every woman does about how she ooks and feels, she must have the best looking tockings around. That's why your Mrs Robinson, and he rest of your patients, prefer Lastosheer. Because hat's what they are — sheer.

he will look good and feel good, and will thank you for upplying Lastos*beer* by becoming an even more loyal ustomer.

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How to make money from her body.

If you'll excuse the pun, the hair removal market is growing fast.

Inverness are world leaders in the market and are constantly developing new products to expand it further.

The One Touch Electrical Personal Waxer and the battery-operated Home Electrolysis

System are two of their newest ideas.

Beautifully designed, beautifully packaged - highly attractive to your customers.

Both remove hair effectively and easily without mess or risk of accident.

Waxing is generally acknowledged to be the best way to remove hair - the results last for up to six weeks.

Electrolysis is the only way to remove problem hairs from face and other sensitive areas - at home.

As more and more women realise the benefits of these modern products, the market will continue to grow. And so will your profits.

For further information, call Inverness free on 0800 525 307.



INVERNESS

The Hair Removal Specialists

Get switched on



High interest rates and inflation do not appear to have caused too much of a slowdown in the personal care sector of the small electricals market. Sales of toasters and kettles are sluggish, but innovatory products like diffuser dryers and epilators are boosting pharmacy sales

"Of all the areas chemists should be getting into, electrical personal care products — both hair and bodycare appliances — should be top of the list," says Babyliss managing director John Broom.

"Consumers are spending reasonably large sums on these products. Chemists

have always provided personalised service as a matter of course. The environment is absolutely perfect for hair and bodycare products; what could be better?"

Mr Broom says six million haircare product units alone are sold each year, 25 per cent in December. "It is incredibly easy to stock up pre-Christmas to take advantage," he says, recommending pharmacists "stock a range of goods and concentrate on quality and service, not price".

Pharmacy staff should get to know their products. "Product knowledge is very valuable in giving the consumer confidence to buy," he says. "We'd be pleased to hear from chemists who want advice on our products."

According to Pifco Salton Carmen, major areas for growth in 1990/91 are professional haircare, epilators, massagers and facial saunas. They too think independent chemists have a major opportunity to expand business as these markets grow in importance and value, particularly in the pre-Christmas period.

"The haircare market has undoubtedly become the strength area in small appliances and the growth area in terms of price points," says group marketing manager Alan Bowers. "Our Carmen 1500W professional hairdryer with diffuser has been the UK's best-selling hairdryer since March 1989, selling above the £20 mark. Prior to that, the best-selling hairdryer was retailing below £15."

Philips agree that for the independent chemist who prides themselves on offering consumers everything they need for good grooming — whether for shaving or haircare — small electricals are a must. ''Extra profits are available in both these areas if chemists choose to stock well-promoted brand leaders,'' says marketing manager Adrian Fleetwood.

Braun say independents important for their strategy; they have their own sales force devoted to independents, with eight territory and two key account managers. Marketing director Geoff Brock adds "meeting specific consumer needs" for those unable to travel to big shopping centres to an independent's strengths. Braun are rethinking their distribution following the demise of Countercall.

Philips too have noted the trend in the haircare market towards professional and diffuser dryers. They say its value was up 15 per cent in the 52 weeks ending May 1990, though volume was static. In contrast, sales of electric tongs and brushes were down 10 per cent; gas tongs and brushes down 7 per cent. In January 1989, the average retail price of a hair appliance was £12.41; by January 1990 it had increased to £15.52.

Philips' own 1990 activity has included the February launch of the five-in-one styler Geometricks, for which a Christmas campaign is planned, and the Breeze diffuser dryer designed for gentle scrunch drying and naturally curly or permed styles.

Philishave launch four

The male shavers market has long been dominated by Philips. The company claims a 52 per cent value (42 per cent volume) share of the £52 million in the first five months of the year.

Philips started the second half of the year by launching four rechargeables — the HS975, HS925, HS905 and HS875. All have a new shape with improved shaving heads and trimmer and can be used corded/cordless. They are fully charged in 30 minutes and give up to two weeks cordless shaving.

Continued on p312

ELECTRICALS

Philishave's top-of-the-range HS975

The top-of-the range HS975 has a charge level ''minutes left'' feature. ''With the introduction of the HS975 the era of the £100 shaver has arrived; it's a brilliant performer,'' says marketing manager Adrian Fleetwood.

Philips will be promoting the brand heavily on national television from October to Christmas. From next month, a cashback offer on Philishave and Philishave Tracer will be backed by national press advertising.

Ladies too!

Philips are also handily placed in the ladies sector claiming a 51 per cent value share of the £30 million market in the 12 months to the end of May. "Sales of Ladyshave are more than double those of our nearest competitor and we have just introduced six models including two unique 'wet and dry' battery/rechargeables," says Adrian Fleetwood.

All have a slim body, four with ultra slim foil and trimmers and they are designed in attractive pastel shades with contrasting trim. Philips will be advertising on national television for the first time in five years pre-Christmas. *Philips Tel: 081-689 2166*.

A new generation of shavers

Braun claim Flex Control, available next month, is the first in a new generation of men's shavers. The company says the combination of twin shaving foil and pivoting head ensures the shaver adjusts to facial contours maintaining a 90 degree cutting angle to the skin — increasing efficiency.

angle to the skin — increasing efficiency. Flex control (£84.95) has a three position switch for changing between pivoting shaving, precise shaving around the nose or side burns and hair trimmer.

The shaver operates corded or cordless, has a one hour quick charge, with 3-5 minutes charging for one shave, and 50 minutes running time when fully charged. A red diode warns when the charge is low. The Flex Control shaver comes in a soft travel case with mirror; it also has a wall holder. *Braun UK Ltd. Tel: 0932 785611*.



Braun's "new generation" Flex Control

Epilator sales on up and up

Three years ago the word "epilate" was virtually unknown in the UK. Dictionaries list the word, meaning "to remove hair from", as rare, deriving from the French "épiler" a word fashioned from "dépiler"

However, epilators (or depilators) are a small electricals success story, and, furthermore, one in which pharmacies have played a prominent role since Oris Beauty Products launched Epilady through pharmacies. Babyliss, who now own the brand, say epilators rapidly gained in popularity following their importation from France, because they offered an up-to-date solution to the age-old problem of removing unwanted hair and maintaining silky smooth skin.

First challengers to Epilady were Remington's Smooth & Silky and Braun's Silk-épil, and still new products arrive, the latest being Carmen's Emjoi and Tefal's Caresse, all with various patented methods of removing heir

of removing hair.

The epilator market is estimated by Tefal to be worth some £12.5m a year, with 40 per cent growth predicted for 1990. "Electrical hair removers are already a bigger money earner than all other types of electrical shaving systems," says Tefal's Brian Dent. "From the retailer's point of view, this presents an excellent profit opportunity — the average price of an electric hair remover is £35, more than double the average electric shaver, at £16.60."



Epilady in compact form from Babyliss



The latest epilator, Tefal's Caresse

Tefal launch Caresse

Tefal are the latest company to set their sights on the epilator market with the launch of Caresse. It is designed around a



Diffuser dryers like Clairol's Big Shot lead

system of plastic discs which operate by holding the skin taut and protecting it from the hair plucking action of the metal blades.

Tefal say one of the disadvantages of some of the first entrants into the market was that they could only operate effectively when body hair was clearly visible. "By comparison, Caresse will take hairs as short as 0.5mm," says marketing manager Brian Dent. "Early systems also operated by snatching the hairs out, inherently very painful."

Caresse will retail at around £35 and comes complete with travel pouch, cleaning brush and transformer. *Tefal UK. Tel: 0753*

44100.

Epilady Compact for flexibility

Babyliss say sector-originator Epilady is still brand leader in the UK. New for 1990 is the Epilady Compact, a smaller and lighter version, with two speed settings for flexibility. A compact, balanced design is said to make it easier to handle; it comes complete with adaptor and travel pouch.

The product retains the rotating flexible coil of the original, and sells for around £37. Customer support comes with the Babyliss customer care line (0420 80717). The company have also produced a 12-page guide to smooth legs. *Babyliss UK Ltd. Tel*:

0420 85857.

Three heads for Emjoi

Legs are the main target for epilators, but Carmen's Emjoi offers three rotating heads designed for various types of body hair. Head one is for long hairs (over 1.5mm) on the legs and forearms, head two for the bikini line, and head three for short hair (minimum 0.5mm) on the legs and forearms.

Emjoi (£39.95) has a two speed operation—high speed for heads one and two and low speed for head three. It also has a 15ml dispenser for Emjoi body gel—a concentrated moisturiser for use after hair removal (30ml bottles are available for separate purchase).

Heads are fully washable.

Carmen say Emjoi has been ergonomically designed and shaped to fit comfortably in the hand, is styled in white with lilac trim and, with adaptor and gel, comes in a soft white travel/storage pouch. *Pifco Ltd. Tel: 061-681 8321*.

Inverness add to One Touch

Inverness UK have added a personal waxer and a battery operated home electrolysis system to their One Touch range.

The roll-on waxer, with thermostatically controlled heater, is said to remove unwanted hair with none of the mess associated with waxing. The home electrolysis kit, is said to use non-skin piercing Stylet tips, with computerised location of hair roots. *Inverness UK Ltd. Tel: 0628 770892*.

Sales buoyant, say Clairol

Clairol, who claim one in every five UK haircare appliances sold is one of theirs, say sales are buoyant — up 11 per cent in value over the last 12 months, with hand-held dryers up 25 per cent. "Professional style liffuser dryers like Clairol Big Shot are selling incredibly well because naturally curly, well-conditioned hair is extremely popular.'' Clairol add that their Benders flexible stylers created a new sector now worth 6 per cent of the £83 million haircare market. Clairol Appliances Division. Bristol Myers Co. Tel: 0895 639911.

Answer to travel blues

Babyliss's latest on the haircare front is the Travel Pro hairdryer, a compact, dual voltage dryer with the shape and narrow precision nozzle of the company's professional dryers.

Babyliss say the Travel Pro (around £20) is their answer to a minidryer that has little power and no versatility. It offers 100W, two heat/speed settings plus a cool shot, a compact diffuser giving the penefits of soft air flow and gentle heat, and an extra long cord — a

oon if your hotel room has only one socket, behind a wardrobe! In smart grey metallic, the Travel Pro incorporates a folding nandle and comes complete with travel pouch and fitted plug. Babyliss, Tel: 0420 85857.

A hair drying 'Rolls Royce'

Carmen's Salon Professional Hairdryer, retailing at £34.95 is lescribed by the company as the "Rolls Royce of its kind". It has a ong-life AC motor, two speed and six heat settings, three year warantee, diffuser, styling nozzle and fitted plug. Pifco Ltd. Tel: 61-681 8321.

Tong or curler

Out in October, the Morphy Richards steam tong/brush combination ffers a hair curler which can be used as either a curling brush or tongs, with a steam facility to create long lasting curls.

The curler (£9.99) has a built-in stand, swivel cord and is multioltage. A ready dot indicator advises when it is at the right emperature. Morphy Richards Consumer Electronics Ltd. Tel: 0709



'eam brush/tong combination from Morphy Richards

Diffuser dryers number one with Medielite

erivale-based distributors Medielite, five years old and now a plc, say eir main aim is to satisfy chemists who want to stock some small opliances. ''Ninety per cent of our customers are chemists,'' says anaging director Jay Mashru. ''We provide electricals, with a few lotographic lines to enable customers to meet minimum orders of £75 London and £200 outside.'' Medielite have customers throughout ngland and into Scotland and Wales.

'Pharmacists have realised after stocking for Christmas that if they ke Summer items like travel irons and plugs, it becomes a year-round ing. And with the deals we set up they can compete. Professional fuser dryers have been number one with chemists for quite a while,

owing they keep up with trends too.

Continued on p314

medielite plc

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Fleetway West Business Park, Unit 6, 14-16 Wadsworth Road, Perrivale, Middlesex UB6 7JD TEL: 081-998 8833

Restyled Independent

Braun are relaunching a restyled version of their best-selling Independent 2000 range of stylers in white and grey livery with control buttons picked out in bright colours. The company says the move is its latest step towards a cosmetic marketing approach for personal care. The technical specification is unchanged; so is pricing. *Braun UK Ltd. Tel: 0932 785611*.



Circulatory boost from Aqua Massage

Sounds great?

Do you fancy a battery-powered body brush that exfoliates the skin, revs up the circulation and tones up muscles? Babyliss say their cordless, splash proof Aqua Massage (around £15) is perfect for shower or bath. It features a special massage brush, with vibrating inner to gently buff away dead cells. *Babyliss*. *Tel*: 0420 85857.

Make-up help

The Babyliss Compact Beauty Mirror slips easily into a travel bag and has a battery powered light with a special day/night filter system. The mirror (around £17) comes complete with a set of make-up brushes, extra storage space for cosmetics, and a hidden jewellery compartment. *Babyliss UK Ltd. Tel: 0420 85857*.

An ideal gift

Morphy Richards say that their illuminated reversible, double sided cosmetic mirror is an ideal Christmas gift at around £11.99. It incorporates plain and magnifying mirrors is designed to be free-standing or wall-mounted. *Morphy Richards Consumer Electronics Ltd. Tel:* 0709 582402.

Pre-Christmas boost for Braun

Braun are planning another pre-Christmas advertising splurge. Total cost, is put at over $\mathfrak{L}5$ million, with $\mathfrak{L}4.2$ m-worth of advertising and $\mathfrak{L}1.1$ m in promotions.

Epilator Silk-épil will be supported on national television in November and December in a campaign said to be worth \$\cap\$1m. Full details will be released next month. Braun UK Ltd. Tel: 0932 785611.

ELECTRICALS

Beekay look at buying group

"Pharmacists have been missing out," says Batuk Ruparelia, managing director of Wembley-based distributors Beekay. "Electrical items, particularly in the personal care area — shavers, epilators, hairdryers and more recent products like footspas, facial saunas and ionisers — fit very well with the healthcare concept

The changing pattern of household goods retailing, where independents have been all but squeezed out by the big chains, leaves a potential niche for pharmacists to treat electricals as a profitable sideline.

promoted through pharmacies.

"The big retailers — Argos, Currys and others like them — and independent electrical outlets, don't do very well with small personal care items," Mr Ruparelia says. "They are more into white and brown goods (cookers, fridges, washing machines, dishwashers)."

Pharmacists may be surprised by his view of what they should stock. "The more expensive products are the ones that sell best and give the best margins — diffuser type hairdryers and the Epilady-type products," he advises. "In fact, Epilady, which created a new market sector, initially had the majority of its distribution through pharmacies."

Pharmacists tend to ignore market trends, he says. Ordinary hairdryers are losing share as consumers trade up to the professional end of the market. Publicity in women's magazines on the beneficial effects of diffusers, which dry hair more gently, is something pharmacists can capitalise on, instead of stocking budget-priced products.

Mr Ruparelia says distributors like Beekay can help pick the best products for pharmacists to stock, and give advice on how much space to give on display, based on the particular circumstances.

It is from this that the idea of a buying group for pharmacists arose. "Trading from strength is the only counter to the encroaching multinationals." Mr Ruperalia says the plan is in its early stages; experiments are underway with a handful of pharmacies.

"We want to build it up slowly with perhaps 200 members as the final target," he says. The benefits, he suggests, will be greater buying power, enabling members to compete keenly and boost their own profitability. Buying power would also bring priority of goods, and better marketing and point-of-sale support from manufacturers.

In the future, Beekay would hope to produce an exclusive catalogue, local advertising for increased consumer awareness, merchandising, and better shelf management based on space available.

Mr Ruparelia stresses that an interested pharmacist will need to make a proper commitment, not just by buying the products but, more importantly, in displaying them. He says pharmacists should give electricals the same prominence they give to fragrances.

Beekay claim their strength lies in having a large manufacturer base encompassing, in range and in depth, all major branded goods. These include Babyliss, Braun, Carmen, Clairol, Philips, Pifco, Remington, Tefal and Trayel International.

Pharmacy sales less 'price conscious'

Pharmacists are one of the few stockists of electrical appliances whose prices seem to be holding up in the current economic climate, according to distributors BDC. The company suggests pharmacy's professional endorsement makes sales less "price conscious" than those from electrical retailers.

BDC advise that small appliances should be seen as add-ons to mainstream business. If a pharmacy sells a lot of shampoos, mousses and gels, it is likely to be able to sell hairdryers. If it does a good business in wet razors, shavers seem to sell through. Ionisers — especially in the \$29-39 price range — and travel appliances are doing good business in pharmacies, say BDC.

A test market with Unichem has proved so successful that orders can now be placed direct with warehouses in Birmingham, Bristol, Edinburgh, Manchester and Newcastle as well as in London. BDC have just printed a 144-page "Unichem Times" catalogue, and report receiving an excellent reception at the recent Thorpe Park trade show, helped by the opportunity to demonstrate many of the products pharmacies could sell.

Sales buoyant, despite slow down

Despite the slight recession, sales in the small electricals field have remained buoyant, say Braun, due to lower absolute price points than brown or white goods. While consumers won't be splashing out on a new washing machine or a dishwasher, they are buying ''luxuries'' requiring a smaller financial outlay.

Braun's marketing director Geoff Brock says personal care products are driving the small appliance market with strong sales in the 'pistol grips''— hairdryers and epilators— proof that innovation profits. Braun value the total market at £478 million for 1989, up 3.7 per cent year-on-year, with estimated growth in 1990 of 2.1 per cent, ''a

slight slow-down, but nonetheless a market that is growing'.

Market share is dominated by the retail groups. Top of the shops are Argos with 15 per cent. Close behind are Boots; around the same percentage is taken by mail order in all its forms.

High street multiples Currys, Comet and Rumbelows — in that order — account for another sixth of the market; among department stores John Lewis, Fenwicks, Allders, Harrods and Selfridges take another 6 per cent; supermarkets Tesco, Asda and Gateway hold about the same.

All types of independent retailers share around 8 per cent.

This is a Colorama dealer improving his profit.



Dealers in the South East who place their photo processing with the Colorama Laboratories enjoy many extra benefits over their competitors. Like a 24 hours service (twice a day in the City and West End). A guaranteed quality endorsed by top awards from world names like Kodak, Agfa and Fuji. The

fruits of vast investment - £2m per annum - in new generation photo technology for an even better product. (We've just bought a £1m

plant from Agfa). And a competitive price and proven marketing back-up that really does bring business to your door. Big plans have already been cast to increase the market, service and competitiveness for even more dealers in an unbeatable nationwide Colorama network. Added together, it means that

Colorama dealers profitability is all set to grow in the 90's - even while they're doing a little field research!



Developing and Enlarging into the 90's.

THE CHOICE IS OBVIOUS.



In giving consumers an even wider choice of baby drinks, Robinsons have made the choosing easier for you.

No other brand covers all three sectors of this dynamic market: ready-to-drink, granulated *and* concentrated fruit juices.

And with another year of record growth in prospect, we're backing our range with the heaviest promotional spend ever.

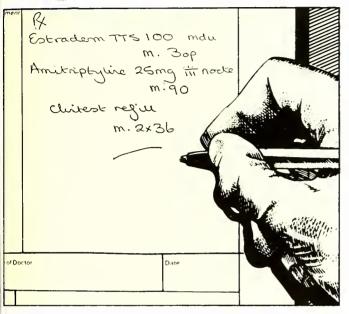
So it's obvious that you can count on Robinsons for higher rates of sale – and increased profits, too.



THE TASTE OF SUCCESS



A 50 year old lady asks if you can recommend anything stronger than the oestrogen patch. She can't get used to it and she has repeated episodes when she feels hot and perspires profusely



QUESTIONS

1. What do you advise about the oestrogen patch?

2. What else might account for the symptoms and what action do you suggest?

3. Why else should you contact the GP?

Answers

1. If the symptoms are due to lack of control of the menopause, either the dose of oestrogen is inadequate or she is not applying the patch correctly. She is already using the highest strength patch, but it is not clear how from the information available. Her low opinion of this formulation could arise from incorrect use, for example, by applying the patch to areas where it rubs on clothing.

You should check that she knows the correct dose frequency and understands where to best apply the patch: twice weekly at different sites on the trunk below

the waistline. Point out that the pack contains information about this. If incorrect use cannot explain the problem, you should refer her back to the GP to consider alternative treatment.

2. There are two other possible but more theoretical explanations. Tricyclic antidepressants are occasionally associated with repeated episodes of profuse sweating and it is possible that she is not making clear to you exactly what her symptoms are. If this is a possibility, refer to the GP for a reduction in dose or substitution of an alternative antidepressant.

You note from the prescription that she is diabetic; if she is taking chlorpropamide, is it possible that her flushing is associated with alcohol consumption?

3. Oestrogens given as hormone replacement therapy should be "opposed" by progestogens to reduce the risk of endometrial hyperplasia, unless the patient has undergone hysterectomy. The GP may need to prescribe supplemental progestogen tablets or, alternatively, Estrapak, which contains 12 days' supply of norethisterone. In addition, the dose of oestrogen should be reduced to the minimum that controls symptoms satisfactorily—check that this has been attempted.

HEAD LICE TREATMENTS ARE AS VARIED AS HAIRSTYLES...





This is the first of three articles by PSNC secretary Steve Axon outlining the changes in the administration of the National Health Service as they are likely to affect the pharmacy contractor and dealing with the changes in family practitioner services locally.

Working for patients Family Health Services Authorities in the new NHS

The National Health Service and Community Care Bill 1990 provides the legislative framework for the new look NHS, but the Government's White Paper "Working for Patients", published in 1990, contains the thought process behind the changes. Both documents are concerned largely with medical issues and cost containment but among key White Paper proposals was the following:

'To improve the effectiveness of NHS management, regional, district and family practitioner management bodies will be reduced in size and reformed on business lines, with executive and nonexecutive directors'

The new style FHSAs

Every time the Health Service is reorganised the name of the local committee is changed.

This time the family practitioner committee becomes the family health services authority and this change was one of the very first amendments in the committee stage of the Bill in the Commons, which shows the importance attached to it by Government.

The name actually suggests a greater management role and that is exactly what the FHSA has.

In accordance with the principles set out above the FHSA now consists of 11 people:

- A chairman appointed by the Secretary of
- Four professional members a doctor in general practice, a dentist, a community pharmacist and a nurse with experience of community care — all appointed by the
- iii. Five lay members appointed by the RHA

chosen for their experience and personal

iv. A general manager appointed by the chairman and lay members.

Professional members

The White Paper makes it clear that professional members are to serve in a personal, not representative, capacity. Although the White Paper requires nominations to be sought from local representative committees (the LDC, LMC and the LPC) they are also sought from

other professional bodies

Equality of treatment of the professions by equal representation is to be welcomed, but the general "slimming down" of the FPC emphasises the importance of ensuring that pharmacists of the right calibre are appointed. Although they serve in a personal, not representative capacity, but are nevertheless required to balance their personal and professional views to the overall benefit of the FHSA and the Health Service as a whole.

Subcommittees

The extensive subcommittee structure which was a feature of the old FPC system has been swept away by the new Act. The only statutory subcommittees which are retained are the service committees, which deal with complaints from patients against contractors, and the newly established medical audit

It will, therefore, be for the FHSA to decide how decisions are to be made. Many may retain subcommittees to deal with specific issues, whereas others may give greater delegation to permanent officers. Pharmacists will be keenly interested in the approach taken to granting NHS contracts, both in general and

in areas "rural in character"

The other statutory subcommittee of interest to pharmacy which has been axed by the recent legislation is the hours of service subcommittee, but there does not, at this stage, appear to be any movement away from an hours of service scheme operating in each FHSA area, or for the right of appeal, so recently established, to be removed. But as pharmacy practice subcommittee appeal panels will no longer exist, appeals will no doubt be heard by the RHA.

The subcommittee which has been retained is the pharmaceutical services committee. It would appear that this committee will remain unchanged, both in function and in composition. The Department of Health has recently issued detailed guidance on complaints procedures which clearly set out the arrangements for dealing with complaints and remove anomolies which existed under the old guidance notes. An informal method of dealing with complaints against pharmacists has been introduced which is very much to be welcomed.

It is a requirement that any subcommittee set up by the FHSA with the exception of the service committee and the medical audit committee shall have a majority of lay persons.

The management role

"Working for Patients" envisaged the creation of new chief executive posts in FHSAs, with salaries sufficiently high to attract good quality managers. In the event, the post of general manager was established. Whatever the title of the post the message is clear — strengthening local management is the intention. That does not, however, mean that there should be less professional input into FHSA's. The difference will be that that input will come from a number of different directions – from the pharmacist member, from the

PHARMACEUTICAL SERVICES

local pharmaceutical committee, and from independent advisers.

The pharmacist on the FHSA

The pharmacist member of the FHSA will play a key role. The emphasis on the practical input is evident from the requirement that the person concerned should not just be a registered pharmacist or a pharmacy contractor but rather a "community pharmacist", ie a pharmacist engaged in the day to day practice of the profession within the community. It is ironic that such people are the very ones for whom it may be difficult to find time to devote to FHSA matters. Nevertheless, if asked to serve on an FHSA a pharmacist should think carefully before declining the invitation.

As far as time commitment is concerned, it is a question of giving it a try because neither nominations nor appointments to these important positions will be made lightly. The pharmacist appointed should not take the view that because the FPC has been "slimmed down" the work commitment will be impossible. Good management inevitably involves delegation and good management is what the Health Service is supposed to be all about.

LPC input

Some LPC's are of the view that their input will be diminished, but much will depend on the rapport which is established between the LPC and the FHSAs. For both the FHSA and LPC there will inevitably be a learning process but if the Health Service is to get the best out of the pharmacists who work within it, the FHSA would be foolish not to heed the advice of the

If there is to be co-operation between the FHSA and pharmacists it will be essential for consultation to be an ongoing process. Many LPCs have already taken the opportunity of getting to know the Chairman and General Manager of the FHSA and those that have not already done so will no doubt be making arrangements in the very near future.

Independent pharmaceutical adviser

Perhaps the unknown factor in the chain of advice is that of the independent pharmaceutical adviser. Already, concern has been expressed to the Department about the wording within its most recent publication "Improving Prescribing", where little emphasis appears to be put on the need for the independent pharmaceutical adviser to have practical experience of community pharmacy.

Independence must mean *financial* independence from the FHSA rather than independence from the practice of community pharmacy! It is likely that independent pharmaceutical advisers will be used to give advice on costing of services, contracts, etc, so it is important that advisers are fully aware of the cost effective service *currently* provided by community pharmacists and the methods employed within the NHS contract to ensure the cost effective provision of these services.

Professional contracts

Almost universal discontent has been expressed by contractors — dentists, doctors, and pharmacists — over the contractual terms imposed on them by the

Secretary of State as part of the NHS arrangements. Doctors and dentists have a new contract, but for pharmacists the old contract has been removed but nothing of substance put in its place.

Unfortunately, within the Department's concepts for our contract there is no mention of service and there is a real danger of returning to a "conveyor belt" system where pharmaceutical remuneration is geared only to prescription numbers.

This is certainly not the way forward. Contractors are, however, being given the opportunity to look closely at the service which can be provided by pharmacies through the establishment of the working party on pharmaceutical services. A pharmaceutical service should be remunerated to give incentives for pharmacists to provide a better service, and geographically distributed to allow the patient access to that service.

In its conclusion to the chapter on managing the family practitioner services, "Working for Patients" refers to the concept of executive management, indicating that FPCs will need to strengthen their management in administration generally and that the main task of the new general managers will be to supply the drive needed to manage change, working closely with the contractor professions themselves.

This is a clear statement that the contractor professions will not be taking a back seat but will be in the forefront of the change.

The second article in this series will deal with the procedures for applying for an NHS pharmaceutical contract and control entry. The final article will look more closely at the costing implications under the new arrangements and how these may affect the pharmacy contractor.

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There are many shampoos and alcohol-based treatments but Derbac-M is the only aqueous malathion liquid.

This not only makes Derbac-M lethal to lice but also very gentle on the skin. Good news for those with eczema, dermatitis or asthma. Derbac-M's efficacy has been proven in the

community over many years and its pleasant fragrance assures ready acceptance.

Derbac-M gets right to the root of human lice problems. For further information please write to: International Laboratories Limited, Floats Road, Wythenshawe, Manchester M23 9NE.



M&S TOILETRIES LTD

We have been holding a Christmas Gift Trade Show in **EDINBURGH** now for many years. Last year, following requests from our customers in the NEWCASTLE area, we also held a show there. This year, again in response to requests from our customers, we are also holding shows in **BRADFORD** and FARNHAM.

If you are a retailer of:

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On the subject of fragrances, we will be carrying large stocks from:

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and many others

SHOW DATES FOR YOUR DIARY

SCOTLAND

The Maybury, Maybury Road,

Edinburgh.

12 noon to 10pm Monday 10th September and 10am to 10pm Tuesday 11th and Wednesday 12th September,

1990

YORKSHIRE Bankfield Hotel, Bingley Road,

Bradford.

17th, 18th, 19th, 20th September

10am to 10pm

ENGLAND

NORTH EAST Swallow Hotel (Five Bridges),

High West Street, Gateshead.

24th and 25th September

10am to 10pm

ENGLAND

SOUTH EAST Hoggs Back Hotel, Farnham.

Sunday 30th September

12 noon to 10pm

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POSTBAG

Sell generic ibuprofen

I am sick and tired about the continuing controversy over Nurofen.

Why, oh why, do not my fellow pharmacists sell their own ibuprofen tablets, properly labelled, over the counter? Their financial reward would be much greater and their customer relationship greatly advanced.

The launch of Nurofen Soluble with its attendant publicity is obviously designed to protect from Nurofen competition. In my own experience our customers greatly appreciate the help and advice they receive when the appropriate recommendations are given.

As a pharmacy serving a considerable number of residential homes we greatly resent the attempted intrusion by Boots and what we consider to be their unprofessional conduct.

G.W. Minshull Clacton-on-Sea

Ashbourne state their

Ashbourne Pharmaceuticals are an independent producer of their own licensed branded ethical pharmaceuticals. They have responsed to the desire of many medical practitioners to provide an alternative to leading brand name or generic prescribing.

The company's objective is to reduce the NHS drugs bill along with the individual practitioners' prescribing costs, while at the same time allowing the doctor to influence and maintain the quality, appearance, consistency and presentation of a patient's

medication.

Ashbourne believe the quality of patient care is of paramount importance and without the degree of influence afforded by a practitioner using a precise brand name medication to aid patient compliance and care, this essential aim may be compromised. To assist the practitioner and community pharmacist in this aim, all Ashbourne Pharmaceuticals branded ethical products are presented in original pack containers, large enough to accomodate a computer generated label, with a child accomodate resistant closure which is designed to facilitate easy opening

by the elderly and poorly sighted.

Ashbourne Pharmaceuticals believe they are making a significant contribution towards assisting ethical standards of prescribing, dispensing and therefore patient care.

Ms M.A. Ross

Commercial director, Ashbourne Pharmaceuticals

Put our own house in order?

We have a quiet laugh at our medical colleagues playing with their new computer toys and producing scripts requiring the patient to take a 5ml spoonful of eye ointment or two Ventolin inhalers four times a day. This will do no great harm provided there is always a vigilant pharmacist ready to provide a tactful correction.

What, however, will be the public opinion of the Royal Pharmaceutical Society which requires tablets supplied to elderly patients to be put into containers which they cannot open (granny-proof tops, they call them here), and which advises little babies to avoid alcoholic drinks and to refrain from driving or operating machinery if the medicine prescribed for them happens to cause drowsiness?

Perhaps it would be a good idea to spend a little time putting our own house in order before we become a laughing stock.

S.G. Bubb Poole, Dorset

Pameton now available

We have received a steady stream of inquiries as to the availability of Pameton in recent months, possibly fuelled by recent publicity concerning the hazard of paracetamol overdosage through self-medication. However, we have also had a supply difficulty during this period and Pameton has been temporarily out of stock.

We have recently produced another batch of tablets and Pameton is now available.

M S Addis

Marketing director, Prescription Medicines, Sterling Winthrop

BUSINESS NEWS

Boots close Kiwi shops

Boots are closing down their 16 retail outlets in New Zealand. Retail division managing director Mr K. Ackroyd said: "There are very limited opportunities for expansion due to the restrictions on multiple pharmacies introduced since our New Zealand business was established. The contribution to our profits is not significant."

The business of Boots pharmaceutical division will continue. A spokesman said: "This division has contributed more than 80 per cent of New Zealand profit and has enjoyed significant growth in recent years."

☐ Boots the Chemists Ltd have upgraded their Amdahl 5890-300 mainframe computer to a 5990-700 at their data centre in Nottingham. The machine will assist in the collection and analysis of sales and storage space information from the company's stores.

Barclays Bank has agreed to join the Switch debit card scheme. The bank will be issuing a Switch version of its Connect debit card next year.

Rhône-Poulenc reported a second quarter loss of \$178.1m; estructuring and special charges connected with their takeover of corer account for the deficit. challes were up to \$696.6m.

Medeva: production at Horsham moves North

Medeva are planning to close their manufacturing plant at Horsham, Sussex, and move production up to the Thomas Kerfoot plant at Ashton Under Lyne once the acquisition of Thomas Kerfoot has gone through. Meanwhile the group's shareholders have approved the proposed merging of Kerfoot with Medeva's generic interests. The deal now needs Office of Fair Trading approval.

A Medeva spokesman told C&D: "We expect it to take 18 months to two years to phase out the Horsham site, but in terms of value we don't know what it will be worth." The move is expected to cause about 110 redundancies

at Horsham. The plant itself is less than ten years old.

Medeva expect share capacity at Ashton under Lyne will be able to absorb the generics production from Horsham, and little or no plant will need to be transferred.

OFT approval for the Kerfoot acquisition is expected within three weeks, and Medeva believe they have Department of Health support. "The DoH knows generic companies are in a very competitive market place; they want to see the industry achieve economies of scale by rationalising," said Kerfoot managing director Charles Savage.

Refinancing for Regina

Regina Health & Beauty Products have constructed a refinancing package they intend to put to an extraordinary general meeting on Monday, August 28. The package consists of a rights issue which they hope will raise up to £1.8m.

The management and "close working associates" are underwriting the issue, and it is planned to repay former company chairman Irene Stein her loan to the company of around \$600,000.

Mrs Stein is to take up a position as consultant to Regina, reporting to the board of directors.

The company intends to focus on its core health food business, though new products in line with this business have been forecast by the management.

David Tett continues as chairman and finance director, and Keith Harold as managing director

From October 1990 companies involved in mergers will have to pay a fee to cover the costs of the Department of Trade and Industry, the Office of Fair Trading and the Monopolies and Mergers Communission. Companies which acquire a controlling interest in another will be liable for the changes. There will be three levels of charges based on asset values.

Colorama set to go national

London based photoprocessing house Colorama are committing \$2 million per annum to achieve their plans to turn themselves into a nationwide service by 1991 (C&D April 7, p588). The investment will mostly go on new photoprocessing plant.

Colorama are currently offering a 24-hour service for some 1,200 pharmacists and photographic dealers in London

and the South East, plus a twice a day service for City and West End clients. The company now plans to open up laboratories in the Midlands.

The third phase of its plans includes expanding their network to include around 2,500 independent retailers.

Colorama are backing up their plans with a £30,000-£40,000 Autumn advertising campaign.

Products that work - for you and your customers



Janssen acquires two **OTC** brands

Janssen's pharmacy division has bought two OTC product brands. They are Lenium, the antidandruff treatment shampoo, and the Franolyn Sed and Expect

cough remedies.

David Mitchell, the company's divisional manager, says that both products have exceptional qualities, and with the proper support to the pharmacist should soon command leading brand positions in the market place.

Lenium contains selenium sulphide, an effective OTC ingredient for dandruff. Franolyn Expect contains theophylline, ephedrine and guaiphenesin, while Franolyn Sed contains

dextromethorphan.

Since Janssen's acquisition, the basic margin on both Lenium and the Franolyn range has been increased to 33 per cent in line with Janssen's policy for its pharmacy-only brands. Both Lenium and Franolyn are on bonus to retail pharmacies as from August 13.

Cyclamate safety to be reassessed

British authorities are to reappraise the safety of the sweetner cyclamate in anticipation of a European Commission move to permit its use in foods and drinks throughout Europe.

A draft directive, expected shortly, has prompted the Ministry of Agriculture Fisheries and Foods to ask its Committee on Toxicity to review the substance. If cyclamate is reintroduced, conditions of use may be laid

Discovered in Illinois in 1937, cyclamate is 30 times sweeter than sugar. But toxicity tests in rats, which involved both saccharin and cyclamate, raised the possibility of carcinogenicity and led to the banning of the substance in America in 1970.

The UK followed suit but some other European countries continued to permit cyclamate to be used either in foods or beverages or as a table top sweetener, or both.

The decision to ban cyclamate prompted a controversy, and subsequent studies have not confirmed a link with cancer.

Pifco results buoyant

Small electronic appliance company Pifco achieved a buoyant 20 per cent increase in pre-tax profits for the year ending April 30, against a troubled trading background for consumer durables. Earnings per share were up 12 per cent to 29.5p.

Turnover up 12pc to £23.1m Pre-tax profits up 20pc to £3.4m Earnings per share up 12pc to 29.5p Dividend up 21pc to 7.25p

Chairman Michael Webber said that new products continue to be the company's "engine for growth," and that new additions to the company's range will be introduced this year.

Personal care products had a particularly good year for the company, with its market-leading Professional Hairdrier model improving the company's market share of the haircare market. Mr Webber said that the company's housewares range also turned in a reasonably good performance.

Turnover for the company was up almost 12 per cent, from £20.6m to £23.1m, and Pifco have announced a final dividend of 4p a share compared with the 3.5p distributed in 1989, making the total dividend for the year 7.25p a share. Dividends are comfortably covered more than four times by earnings

Mr Webber said the company has also achieved some growth in exports, and has plans to put more resources into this area of the

business.

With a net liquidity of £38.7m the company's investment income rose sharply to £842,000 — up over 100 per cent — on the back of the high prevailing interest rates.

COMING EVENTS

Lincoln LPC conference

Committee are holding their 17t conference at the Lincolnshir Oak Hotel, East Road, Sleaford of September 30, beginning at 10an

Speakers will include Davi Sharpe, chairman of th Service Pharmaceutical Negotiating Committee, an Martha Perriam, chairman of th FHSA Standing Committee of NAHAT.

In addition, Det Insp Hibbar of the Lincolnshire Police will b speaking on the drug scene in th county. The meeting will close a 4.30pm. Details from Keit Swann on 0522 794040.

Reunion in Cardiff

The Welsh School of Pharmac and the WSP Past Student Association are holding a informal reception for past and present students attending thi Pharmaceutica vears Conference.

The reception will be held in the Students Union Building in Cardiff between 7 and 9pm or September 9. Tickets are available from Dai John, who should be contacted by September 1 on 0222 87478. (work) or 565917 (home).

Advance information

M&S Toiletries Christmas gif trade show will be held at the Capita Hotel, Edinburgh, September 11-13 Bankfield Hotel, Bradford, Septembe 17-20; Swallow Hotel, Gateshead September 24-25; and Hoggs Bacl Hotel, Farnham on September 30 Shows will run from 10am to 10pm (Farnham, 12noon to 10pm). Details from M&S Toiletries on 031-453

National Pharmaceutica Association. "Sales skills in fragrances", one day course for sales assistants at the Hotel Metropole. Leeds on October 3 from 9.30am to 5pm. Cost including coffee, lunch and tea, £60. Details from the NPA or 0727 832161.

The Cosmetic Toiletry & Perfumery Association— 'Microbial quality management workshop', at the Shakespeare Hotel, Stratford Upon Avon, October 4 from 9.30am to 5pm. Cost £103.50. Details from Fiona Hesketh on 071-491 8891.

The Ciba Foundation and the Royal Society of Chemistry. "Catalytic antibodies", at the Scientific Soceities"

lecture theatre, New Burlington Place, London on October 4 at 10am. Details from Dr John Gibson on 071-437 8656.

Gretag completes buy-out from Ciba-Geigy

Gretag AG, the international manufacturer of data and image systems for photofinishing, data security, colour control and has become display, independent company following a management buy-out from Ciba-Geigy.

Ciba-Geigy announced its intention to sell the Swiss-founded Gretag group and a second subsidiary, Spectra-Physics, in December 1989 after taking the strategic decision to concentrate on its core businesses of pharmaceuticals, agricultural and

speciality chemicals. Gretag anticipates sales of SFr 180 million in 1990, and has been the subject of a number of competitive bids the December announcement. The successful bid, however, has come from Gretag's management team, for an undisclosed sum.

A three-man management team led the buy-out: Dr Hans Rudolf Zulliger, President of Gretag since 1988, Dr Eduard head Brunner, of photofinishing systems division, and William Recker.



A party from H. Bronnley & Co Ltd was recently invited to attend a special garden party at Buckingham Palace to celebrate 150 years of the Royal Warrant Association. Bronnley received its first Royal Warrant in 1955 and now supplies products to the Queen, the Queen Mother and the Prince of Wales. Attending on behalf of the company was (from left) Henry Lovett, works director, Mrs Lovett, Ann Rossiter, managing director, Mrs Sheppard, John Sheppard, director and general manager, Phyllis Swift, personnel director, and Mr Swift

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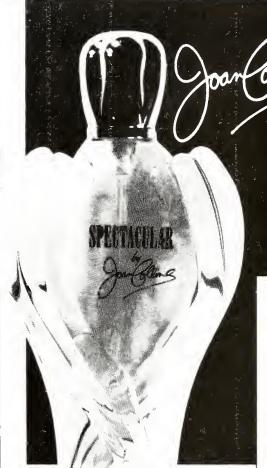
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Pharmacist's first hand experience in Romania

Lincolnshire pharmacist George Gray has recently returned from a trip to Romania with a relief vehicle, organised by Eastern European Outreach. His experiences have prompted an appeal for aid.

Mr Gray visited the towns of Sebes and Timosoara. He reported that city dwellers often live in poorly built concrete tower blocks, some of which are obviously subsiding. In the country, the villages are very poor.

In Sebes, Mr Gray stayed at the home of Dr Adrian Teodoru, the ophthalmologist at the local hospital, and his wife Neli, chief pharmacist in the town's community pharmacy.

In the hospital, Dr Teodoru is very short of supplies. He showed Mr Gray a tin of needles and syringes, considered disposable in this country but which are boiled and re-used many times in Romania. For each procedure a ration of drugs such as anaesthetics is permitted but the ration is always inadequate, says Dr Teodoru.

Eye drops are also in short supply, explains Mr Gray Chloramphenicol, gentamicin, kanamycin, mydriatics particularly short acting ones are needed. Erythromycin, ibuprofen or other NSAIDs, ethamsylate and cinnarizine are

In Neli Teodoru's community pharmacy, many preparations are still compounded from basic drugs including codeine phosphate, aminophylline, caffeine and proflavine. Basic ingredients such as cocoa butter, white soft paraffin and anhydrous lanolin are in short supply. Vitamins, particularly for children and infants, are desperately needed.

Mr Gray has advice for people wishing to donate medicines. All products should be properly labelled with the official name clearly marked. He also suggests a photocopy of the relevant Data Sheet or better still a complete Data Sheet Compendium or copy of Martindale.

Items should be securely wrapped with lightweight padding. It is important to attach a note to the outside of the carton listing the items inside for Custom's officials. Also important, says Mr Gray, is the need to mark clearly on the package if the items require storing in a refrigerator.

Finally, a place has been arranged for Dr Teodoru to gain a month's experience Nottingham in September If any pharmacist can offer Neli similar experience in the area, could they please contact Mr Gray as soon as possible on 0406 380066 or Alan Parry of Eastern European Outreach, PO Box 6, Anstey, Leicester LE7 7EX, Tel: 0533 364683



Geoff Bleakley of Gilchrists Chemists, Dalton-in-Furness, winner of Johnson & Johnson's Empathy Skincare free prize draw promotion, is pictured enjoying a champagne reception before taking off on his Concorde prize trip. Five second-prize winners each won motor sports activity days at Brands Hatch.

Raiders in the back, staff out the front

When three masked raiders broke in through the back door of an Essex pharmacy the staff avoided being taken hostage by leaving from the front. Confronted by a locked safe and controlled drugs cabinet the raiders soon made off.

As the raid took place Brian Kovler, manager at Stewart Anderson (Chemists), Farr Avenue, Barking, was able to bundle his two female assistants into the grocer's shop next door to avoid further trouble. He said he believed the robbers were after him and the keys to the drugs cabinet. Three youths escaped across nearby back gardens.

Two nights before a drug addict smashed her way through the strengthened glass of the front door with a hammer and stole sleeping tablets. And in March Mr Kovler was confronted by a robber in the pharmacy with a

Mr Kovler said the pharmacy was in a quiet housing estate. He told C&D, "It is very worrying

Diploma awards

Susan Bocking, a hospital pharmacist in the Oxford district, finished her two postgraduate dipolma in clinical pharmacy as "top student" in the Janssen Pharmaceuticals awards.

Susan has achieved a unique double, as she was also judged to be the 1989 "most promising student'', after completing her first year of study.

Ian Harrison, pharmaceutical officer, said Susan had been awarded the title in recognition of her "consistency of course work and good clinical practice''.

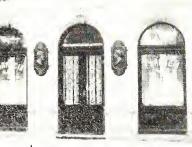
This year's national winner at the award ceremony was Nicola Stoner, Andrea Devaney received the 1990 "most promising student" award.



Appointments

Professor Barry Bycroft has been appointed pro-vice-chancellor at Nottingham University, responsible for research throughout the university. Professor Bycroft is professor of pharmaceutical and medicinal chemistry at the Department of Pharmaceutical Sciences at Nottingham University.

Robinson Healthcare have appointed three new national account and a managers. fourth appointment is expected shortly. Margaret Simes becomes national account manager with special responsibilities for Boots. Michael Graham, previously national account with Peaudouce, has been appointed to service designated key grocery multiples, Malcolm Freeman has special responsibility for designated grocery multiples.



A typical Romanian pharmacy, shop no 38 in Sebes

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SUPPLEMENT TO

August 25, 1990

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ncing spending a night in a unted house for charity? Four ave ladies from Moss Chemists Asda's superstore in Preston iust that... and by all accounts re disappointed not to meet y ghoulies or ghosties. You can id about Ann, Eileen, Janet and e's visit to creepy Chingle Hall

Their story begs the question: at do you do in your time off? you doing anything unusual in name of charity? At Over the unter we'd like to hear from one who would like to share ir hobby or experiences with

er readers.

If your workmates think what do is interesting, we probably too, and you could see rselves in our next issue. te to us at the usual address.

This leaves a little space to it you in the direction of a ple of other items in this ith's issue. The second article ur series on window displays s at light and colour on page And our Focus this month on at pregnancy, and sing on home pregnancy and ation tests.



r: Rimmel are on parade for the mn season with their latest tion p14 and p16

Counte

A CHEMIST & DRUGGIST PUBLICATION FOR PHARMACY ASSISTANTS

VOLUME 2 NUMBER 21 SEPTEMBER 1990

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TESTING TIME

Pregnancy and ovulation prediction tests: make sure your customers get an accurate result. Over the Counter looks as the theory behind the technology

FOCUS ON PREGNANCY

Community pharmacist Jeremy Clitherow explains why mums-to-be often need words of reassurance about their changing bodies

FOUR GO TO CHINGLE HALL

Find out how four assistants from Preston raised money for the NSPCC by spending the night in a haunted house

BEAUTY BASICS: AUTUMN COLOURS

We lift the lid on this year's Autumn look: it's back to nature with muted, earthy tones

COLOUR AND LIGHT IN WINDOW DISPLAY

The second article in our series by designer Beverly Fuller looks at making the most of two essentials in the display equation

OTC MEDICINES LISTING, PART 9

Products for damaged skin and wart treatments form the ninth instalment of our year-long guide to the medicine shelves

COUNTERVIEW

Verity's topical look at a month characterised by record temperatures reflects on foot sprays, insects and "Turtle power"

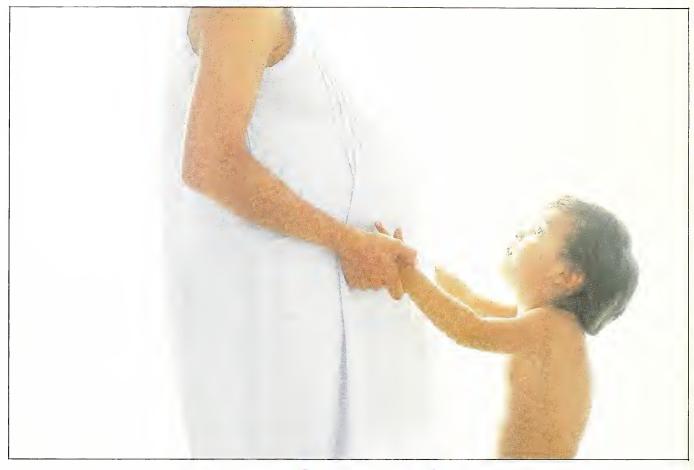


What on earth is Eileen up to? p9



Back to nature for Autumn, p12

FOCUS ON PREGNANCY



testing time

Drink a mixture of pounded watermelon and breast milk from a women who has borne a son. If you vomit, you're pregnant. That's the way the Ancient Egyptians did it apparently; nowadays, pregnancy tests are a little more sophisticated

When a customer asks you for advice in choosing a home pregnancy test, try imagining you are that customer. You are likely to be anxious.

Some women dread the possibility of pregnancy — the fear of the consequences of an unplanned pregnancy is made worse by the uncertainty. For others, a confirmed pregnancy is what they have been longing for. An estimated two thirds of women purchasing a home pregnancy test are hoping to be pregnant; the anticipation of good news and the fear of disappointment can also create anxiety. Clear advice and reassurance is usually gratefully appreciated; a professional approach may produce a valued customer.

Most home pregnancy tests can detect a level of HCG at about the time a period fails to appear. Check the packs of those you stock so you know when each is best used. Testing too early can produce a "false negative" if the level of HCG is too low.

Free pregnancy testing is available through doctors or family planning clinics, but over a million home pregnancy tests are sold each year. They are popular because they allow the woman to be the first to know, in the privacy of her home. And GPs usually require a period to be two weeks late before they test, while a home test can be done much sooner and give an accurate answer in minutes.

Questions customers ask

Q. Why must I use first morning urine?

A. The first urine passed in the morning (or after waking if working shifts) will contain a higher concentration of pregnancy hormone and so give the clearest, most accurate result. If you can't do the test immediately, store the sample in a cool place and do it later in the day, but don't keep urine for more than 12 hours. Q. Can I get a "false result"?

A. No test can really be 100 per cent accurate and occasionally substances which affect the test can turn up in the urine. Any test not performed according to the instructions may

give a false result. A test past its expiry date may not give a correct result. Common problems include testing too soon. Any test done on the day a period is due should be confirmed by testing again three days later. Double packs provide a "check test". Most tests are not affected by the Pill, but certain fertility drugs can affect the result and some other drugs have been known to do so.

Q. I did the test and got a positive result. Then my period came a few days later. Was the test inaccurate?

A. The test was probably correct, assuming it was performed properly. However, only about four out of ten conceptions develop into full pregnancies. Most of these early "miscarriages" pass unnoticed as a few days "lateness". The test correctly reads positive, then the body decides all is not well with the pregnancy.

Q. Does drinking alcohol the night before affect the test?

Q. Do I need to see my doctor once I know the result?A. If the result is positive, you will need to sort out antenatal care. If the result is negative but after a week your period has not started, you should see your doctor as to the cause.

Home Pregnancy Tests

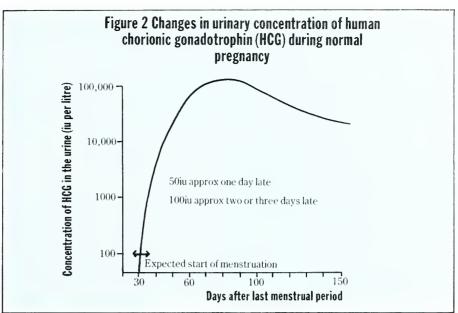
Clearblue (Unipath) £7.35
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test £6.99
Early Bird (Kent) £6.95
Evatest Blue 5 (Chancellor) £5.95
First Response Pregnancy Test
(Carter-Wallace) single £5.95
double test £7.95
Predictor Colour (Chefaro) £5.95
Predictor Colourtip (Chefaro) single
£5.95 double test £8.25

How they work: Pregnancy tests

After an egg is released, it moves down the fallopian tubes towards the uterus. If fertilised by sperm coming in the opposite direction, it passes into the uterus where it implants in the thickened lining, usually six to eight days after conception and four to eight days before a period is due.

The implanted embryo starts secreting human chorionic gonadotrophin (HCG) which maintains production of progesterone in the ovary preventing a period (Figure 2).

Home pregnancy tests detect HCG in the urine by a number of different scientific nethods. The basic principle is that antibodies to HCG are attached to coloured marker particles in the test solution, and also to the esting stick, filter or hole/window. If HCG is present, anti-HCG on the stick or filter will atch onto one end and anti-HCG particles will atch onto the other end, so the colour becomes stuck to the stick or filter. If no HCG is present, the coloured particles remain in solution.



Trying...

About one million couples hope to have a family in any one year, but after six months of trying only about 60 per cent of them will have succeeded in starting a pregnancy.

An ovulation kit is designed to help a woman identify her most fertile period, by pinpointing the "LH surge", occurring between 12 and 24 hours before ovulation (Figure 1).

The chances of detecting the ovulation time have been shown statistically to be best if a test is conducted once a day for five to seven days. Reliability in detecting the surge in the first cycle is put at over 60 per cent for five day tests and 80 per cent with seven day tests. Increasing tests to two a day improves the figures further.

If a woman is unsuccessful in detecting the surge after five days, a couple days more testing may find it if it has not yet happened;

the cost of another pack has to be balanced against the chance of having missed it.

Like pregnancy tests, first morning urine is likely to give the best result. Certain fertility drugs may affect the test, giving false positives. Women who have continued difficulty in becoming pregnant should see their GP.

Home Ovulation Prediction Kits

Clearplan One Step (Unipath)
five tests £17.99
Discretest (Chefaro) seven tests
£15.95
Early Bird Ovulation Home Test
(Kent) five tests £12.95
First Resonse Ovulation Prediction
(Carter Wallace)five tests £16.95,
refill three tests £9.95
Ovuquick Self Test (Medimar) six days
£30, nine days £44

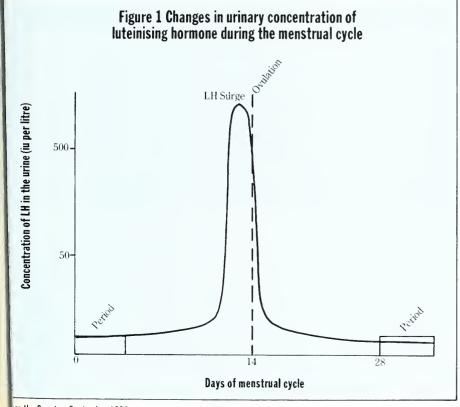
How they work: Ovulation prediction tests

While the "average" menstrual cycle is 28 days, the normal range is 25-35 days, with ovulation — egg release — any time between day six and day 20 (a period starts on day one), but usually between days 12-15.

During the first half of the cycle an egg enlarges in the ovary under the control of follicle stimulating hormone (FSH) produced by the pituitary gland in the brain. FSH also causes the ovary to increase production of oestrogens. Towards the middle of the cycle, oestrogen levels peak, causing a "surge" in the concentration of another product of the pituitary, luteinising hormone (LH). This surge induces ovulation 12 to 36 hours later.

Ovulation tests are designed to detect this sudden increase in LH. If LH is present in sufficient quantities, the reaction with antibodies in the test will cause a significant and visible change, owing to the presence of markers

Information provided by Chefaro, Carter-Wallace, Kent and Unipath

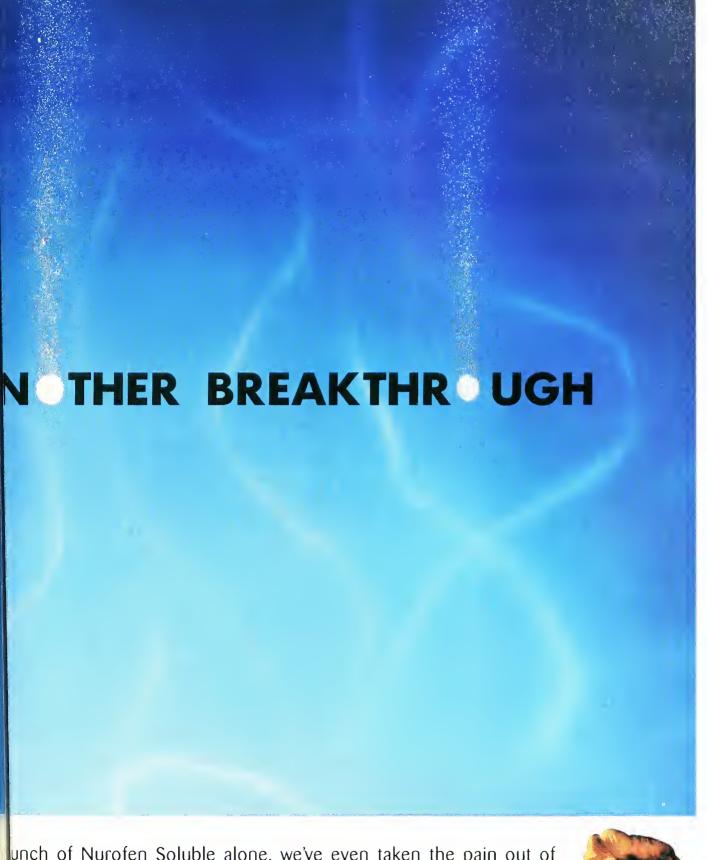


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Time for support

Community pharmacist Jeremy Clitherow looks at the support assistants can give to pregnant women

Pregnancy should be a joyful time. Not only should the mother-to-be enjoy it, but the father, families and friends should give

support.

The pharmacy assistant's role will frequently be that of listener — particularly if the mother is expecting her first child. However, there will be many occasions when a helpful word of advice, caution, or referral to the pharmacist will be necessary.

Teratogenicity

Conception takes place when the male sperm fertilises the female egg. The resulting ball of cells implant in the wall of the womb — the uterus — and the woman is then "pregnant".

Using the information stored in the nuclei of these two cells — sperm and egg — a process of division and differentiation takes place. Cells produce tissues as different as bone and blood. It is here the dangers lie and where the pharmacy assistant needs to be alert.

The administration of drugs during pregnancy has been recognised as dangerous for many years, but it took the thalidomide tragedy to focus the medical mind properly. Thalidomide was a useful drug, but sadly it was discovered too late that it inhibits the growth of the cells of the embryo that develop into arms and legs.

Teratogenicity is the term given to the toxic effect, usually applied to development, on the growing offspring in the uterus. Different drugs affect different sites and administration of the same drug at different times during the gestation period can produce different results.

In the first two weeks after conception a toxic drug tends to have an all-or-none effect—it will produce abortion or have no effect. The "morning after" Pill works like this, producing "abortion" by deranging implantation.

Between weeks three and 12, the embryo changes dramatically from a blob of cellular matter into a recognisable foetus. It is at this stage when such gross deformities as missing limbs or organs tend to occur. The larger the dose of the drug or the longer the duration of its administration, the greater the danger. As the deformities increase in magnitude, the chances of the foetus' survival decrease.

From week 12 to full term the risk is admittedly less, since most of the organs will be formed. Tissue development, however, is still taking place and while the bones and limbs may develop fully, that will not necessarily be true for the brain and nervous tissue.

The only sensible advice must, therefore, be to avoid *all* drugs during pregnancy unless a doctor decides that the illness or condition is so severe as to warrant the risk.

Common conditions in pregnancy

Anaemia As the baby develops it will draw more and more nutrition from its mother's blood via the placenta. She may well develop an iron deficiency anaemia. A simple blood test will identify the exact type of anaemia and enable the doctor to prescribe an iron supplement.

The side-effects of iron preparations tend

to be nausea, vomiting and constipation. A properly balanced diet will greatly assist in preventing anaemia developing.

Swollen ankles, as with foot disorders, can occur because of the extra weight carried by the joints which they were never designed for. Simple rest with the feet up often eases the discomfort. Continuing puffiness caused by fluid is a warning sign. It could herald heart or kidney disorders or pre-eclampsia — high blood pressure during pregnancy. A doctor should be consulted.

Constipation may arise because of iron therapy, lack of exercise, sickness preventing adequate fluid intake, or the mechanical pressure of the growing foetus on the bowel.

The safest remedy is to increase fluid and eat plenty of roughage. The drastic purging produced by intestinal laxatives may well not expel the impacted bowel matter, but merely place the baby at risk.

Haemorrhoids are common in constipated pregnant ladies. A haemorrhoid is a varicose vein in the anal opening. Scrupulous hygiene is essential if these should protrude. A doctor should be consulted.

Cramps Fortunately these are transient, disappearing after the pregnancy. The calves, thighs and sometimes the feet tend to be affected. Light massage with talc or a little olive oil restores the circulation and bolsters the mother's ego. Recommend it.

Diabetes In days gone by, diabetic women tended to lose their babies, and often their own lives as well. Nowadays, the prospect for a normal pregnancy and healthy offspring is excellent. The upheaval in the body's hormone balance caused by the pregnancy will necessitate early attendance at both diabetic and ante-natal clinics.

Heartburn is frequently caused in the later stages of pregnancy by the uterus displacing the stomach upwards. The acid contents leak from the stomach through the upper sphincter. Unlike the stomach, the throat lining in unprotected and sensitive to the hydrochloric acid in the digestive juices.

Mild antacids, given infrequently, produce instantaneous relief. But beware: overdosage can cause diarrhoea. A change of posture in bed, supported by a delta pillow or similar arrangement of pillows helps.

Hypertension Raised blood pressure is common during pregnancy. It is invariably

symptomless, but can be life-threatening. The ante-natal clinic and the GP will be monitoring the blood pressure of the patient and keeping it under control. Chaotic blood presure is best treated by bed rest — in hospital. Be firm in supporting advice for complete rest.

Infections are mostly self-limiting, getting better without external treatment. There will, of course, be occasions when the doctor decides an infection is threatening the well-being of either mother or baby and will prescribe an antibiotic, usually for a short course only.

Penicillins appear the safest. Tetracyclines produce staining of the baby's teeth and bones if given for long periods. Co-trimoxazole, if taken in the first trimester threatens development; the same drug in the last trimester may produce jaundice.

Rubella — German measles — can produce devastating harm to an early pregnancy. Should a pregnant mother be in contact with German measles she must be

given expert medical advice.

Irritability and tension The enormity of the disruption to the hormone levels in pregnancy can precipitate changes in mood. Mood elevation and depression may swing to and fro. New mums and mothers-to-be complain of loss of liberty, looks, health, well-being, and being taken for granted. Consideration, support and communication are the best treatments. The condition is usually self-limiting but may be very trying for patient and family alike during the pregnancy.

Tiredness is inevitable. The mother-to-be has to carry around with her, 24 hours a day, a burden the size and weight of a shopping bag of groceries. Adequate rest at night, frequent breaks with her feet raised during the day, a siesta perhaps, gentle exercise and early nights will work wonders. It is important to stress the necessity of a healthy nourishing diet at the same time. Do not forget that breathlessness and tiredness are common symptoms of anaemia. Refer women to your pharmacist whenever necessary.

Tooth decay There is no excuse for lack of personal dental hygiene during pregnancy — or at any other time. The need for calcium for the growing skeleton often takes its toll on the mother's teeth. The local dentist should be regularly consulted. Most dental treatment is free for pregnant women.

Summary

Pregnancy is a time of intense growth. The demands on the mother by her own body and the developing child are great.

It is also a rest period. Adequate time for rejuvenation must be set aside, and planned for during the term of the pregnancy. Any doubts, no matter how trivial or daft sounding, should be addressed.



Warner-Lambert's "Discomforts in pregnancy" is a useful booklet designed to help women understand and cope with the more common problems of pregnancy. It is available from the Anusol Advisory Bureau, Lambert Court, Chestnut Avenue, Eastleigh, Hants SO5 3ZQ

No bumps in the night for brave Moss quartet

Over the Counter hears about an unusual stunt to raise money for charity

The story goes that a monk who once hid in a secret room behind the wall in one of the bedrooms at Chingle Hall, in Goosnargh, north of Preston, roams the place at night. If he does, it was his night off when four pharmacy assistants from Moss Chemists in Preston's Asda superstore spent the night in the Hall for charity.

"We were a little disappointed," says Sue Stocks, who organised the trip for herself and Janet Stansbie, Eileen Perks and Ann Hopla. "The following morning we listened to a tape someone had made for the local radio of their experiences and it appeared they had all sorts of things

happening to them."

Despite the dearth of spooks, the ladies thoroughly enjoyed their experience. "It was a very interesting evening," says Janet. "They took us round and showed us everything, then they left us to it and it was up to us what we did. We all went around in the dealth before year fell selector."

the dark before we fell asleep."

Sue takes up the story. "Two of us thought we heard a couple of knocks, but not a lot happened in the end." They stayed in one of the "haunted" bedrooms. Large comfortable armchairs are provided for hose who stay in the Hall by its occupants, who live in another part of the building. "I sat in the corner where there is a hole in the wall — the 'hide' — where the monk is supposed to come through. At about one in the morning we decided to go for a wander. The fire in the chapel should have died lown, but it was roaring away — I don't know whether that was due to a ghost or iot. But it didn't feel spooky." Sue says he four must have dropped off to sleep in heir chairs around 2am, but they were all lwake again at dawn.

The idea for the visit came as a result a nationwide charity raising effort by all Moss pranches for the National Society for the Prevention of Cruelty to Children. Each pharmacy was set a target of £20 per



In the Grand Hall, left to right, Ann Hopla, Eileen Perks, Janet Stansbie and Sue Stocks

member of staff, but the branch where the ladies work was just short of $\mathfrak{L}1,000$ as *Over the Counter* closed for press. Of that total, almost $\mathfrak{L}700$ has been raised through the Chingle Hall venture.

Though it is not everybody's cup of tea—some people who have been there in the daylight say they wouldn't go near the place at night—Sue and Janet both said they were keen to return to the Hall for a second look. "We would have loved something to happen—even if it was just to feel a ghostly chill," say Sue. Janet says the Hall felt "warm and welcoming".

Thankfully for *Over the Counter* readers, the ghost who is reputed to open the backs of cameras and unravel film was also absent during the ladies visit, so they managed to record the event for posterity (By the way, if you were wondering about the picture on page 3 of this issue, that's Eileen 'looking for ghosts').



hingle Hall in the late evening

Q&A

The National Pharmaceutical Association's "Ask your pharmacist" series of Questions and Answers is syndicated to newspapers up and down the country on a monthly basis. Each issue, *Over the Counter* features the next month's "Q&A"s

My husband and son are car mechanics and both complain of rough and cracked hands as a result of their work. The garage won't let them wear gloves — is there anything that will help this problem?

They should regularly use a special industrial barrier cream, which should help. These have been developed for different types of jobs. The pharmacist will be able to recommend a suitable product if they tell him what types of solvents and oils they come into contact with.

Since having my twin sons two months ago, I have experienced hair loss. What is causing this?

The healthy head sheds and replaces hair constantly—
it's normal to lose anything between 50 and 100 strands
a day, so there is no need to panic if you find a few
strands of hair in your brush or in the basin after washing
your hair. Temporary hair loss and thinning both during
pregnancy and childbirth is quite common and is caused
by hormonal imbalance. Progesterone, one of the female
hormones, increases during pregnancy, thus preventing
the normal hair loss cycle, so the hair takes on a thicker,
more luxuriant appearance. After the birth everything
returns to normal and with a reduction in hormone levels
— which prevented hair loss during pregnancy— your
hair resumes its normal growing process. Within a few
months your hair should improve and return to its prepregnancy levels of hair loss.

Recently my lips have become cracked and they are peeling. As I've been sunbathing a lot during the recent hot weather, I wonder if this could have caused the problem?

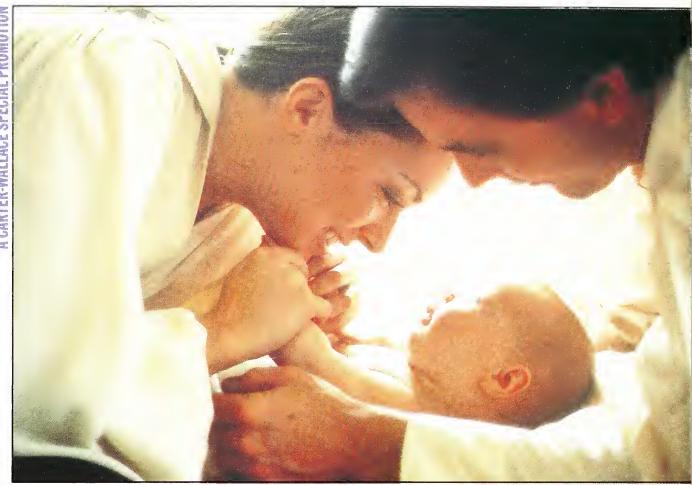
Sunburn can cause this problem. You should use a lip salve which contains a sunscreen — this will stop any further sunburn and prevent it happening again. Your pharmacist can recommend a suitable product. Complications can arise if the cracks become infected, in which case it would be advisable to see your doctor, who may prescribe an antibiotic cream or ointment.

Is it better to cover minor cuts or to leave them open to the air?

The bleeding from a cut or graze actually helps to clean the wound. The natural process of healing starts with the bleeding, the blood then clots, a scab forms and healing continues. Nature heals well and interfering with cuts as little as possible is a good rule. Ointments or creams prevent air getting to the wound and can hinder healing. All wounds should be cleaned thoroughly with water or antiseptic. As a general rule, wet, weepy wounds need covering, however, it is advisable to leave grazes open to the air if possible. Most cuts are best protected if you are working in dirty conditions and you may also be required to cover cuts at work, depending on employment rules and whether you are likely to handle food.

My sister has recently had a medical check-up and been told she is suffering from menorrhagia. What is this?

Quite simply, this is abnormally heavy bleeding at menstruation. More than one in ten women experience heavy periods at some stage. The commonest problem is the development of anaemia as a consequence. As there are more important causes of menorrhagia — such as a high blood pressure, fibroids, pelvic infection or hormonal imbalances — which affect health and future fertility, women who suffer from heavy menstrual bleeding or prolonged loss over a greater number of days than normal, should always consult their doctor.



Carter-Wallace: The first response to baby planning

In a heritage thick with folklore and superstition, a once-held belief stated that should a baby look through its legs and smile at a partnered woman of child-bearing years, she could predict her own pregnancy would soon follow

For an estimated 2.4 million people in the UK, the term pregnancy is wrapped in an emotional veil of fear, obsession, angst and failure. For they are the one in six adults of child-bearing age that experience sub-fertility, defined medically as the inability to conceive after one year of regular, unprotected sexual intercourse.

One company committed to helping such couples is Carter-Wallace, the baby planning experts. Through the pharmacy, it manufactures and markets First Response Home Ovulation Prediction Test, First Response Home Pregnancy Test and

Discover Home Pregnancy Tests.

Its ovulation testing kit is the UK's leading brand in a market which offers substantial growth. Last year, total sales of ovulation testing kits increased 17 per cent to reach £1.2 million.

The UK market for home pregnancy testing is equally buoyant with sales increasing by more than 20 per cent year on year. Turnover stood at £7.5m in 1989 with estimates for this year's sales at £9.4m. Carter-Wallace, with their First Response Pregnancy Test and Discover brands, have amassed a 36 per cent stake in over-thecounter sales.

Yet Carter-Wallace are about much more than profits. Diagnostically sound, their home testing kits are simple to use and are promoted through research and education, both to the consumer to give her the power gained through knowledge to work towards her own fertility, and to health care recommenders such as pharmacists and doctors.

Carter-Wallace are a worldwide organisation with a total of 4,000 employees. The company launched Discover Today in May 1988 and added the First Response brand to the stable in April this year through the acquisition of Hygiea Sciences Inc. a wholly-owned subsidiary of Tambrands Inc which initially launched the First Response identity in 1987. Both brands complement an existing range of home diagnostic kits marketed throughout Europe, America and Japan, which return to the woman a sense of being mistress of her own body.

It is this stance that Carter-Wallace will promote in a new advertising and full public relations campaign due to start in September. This will involve both pharmacy assistant and pharmacist in supporting the woman in her desire to keep intimate what is after all the very intimate act of conception.

For those couples whose yearning desire to have a baby seems thwarted at the outset, First Response Ovulation Prediction Test can play an integral part in helping the woman conceive. It works by monitoring the amount of luteinising hormone (LH) in the urine.

Normally during each cycle the level of LH will suddenly reach a peak (the LH surge), which causes an egg to be released from one of the ovaries within the next 24 to 36 hours. This is known as ovulation and usually a woman is most able to conceive in the following two to three days.

Extensive research among sub-fertile couples has revealed four main problem areas for failure to conceive: ovulation

failure (21 per cent), tubal damage (14 per cent), unexplained infertility (28 per cent) and sperm disorders (24 per cent). Through First Response, Carter-Wallace allow a woman to discover for herself if she is ovulating regularly. First Response gives her the chance to assess at least one aspect of her own fertility before seeking further medical advice.

Ovulation testing kits are recommended by GPs, family planning clinics and hospitals for couples undergoing specialist fertility treatments such as IVF (*in vitro fertilisation*) and for those partnerships in which the male has a low sperm count or poor quality sperm. In such cases, it is vital to pinpoint the optimium time for conception.

However, users of ovulation prediction tests are not only women who are having difficulties. The rapidly growing band includes those planning to conceive. These may be women in their 30s with a successful career but who now wish to have a child. As fertility declines, they may feel it is important to time intercourse carefully to give themselves the best chance of becoming pregnant. Others may have been long-time Pill users now wishing to discover if they are ovulating normally.

Each kit contains the material for five days' tests which is sufficient for about two-thirds of ovulating women to detect their LH surge. Yet, in recognition of those women who ovulate late, First Response has a refill kit to enable a further three days'

tests. It is the only kit on the market to offer refills and is therefore an economical purchase for a woman unsure of her own cycle, who will respect such a gesture with brand loyalty. For convenience, the test takes just 10 minutes to complete. It retails at £16.95 (£11.05 trade). The refill kit sells for £9.95 (£6.49 trade).

Yet, because it understands the angst many women feel when trying for a baby, Carter-Wallace operate a freephone help line on 0800 525522, staffed by trained advisors to guide on fertility.

To complement the ovulation kit is First Response home pregnancy test. It is a five minute test so highly sensitive that an accurate result can be obtained on the first day of a missed period. It works by detecting the presence of hCG (human chorionic gonadotrophin), the pregnancy hormone, in urine. This is the hormone responsible for stopping periods.

Research has shown that 70 per cent of home pregnancy test users are aged between 20 and 34 and want to have a baby. A home kit allows the woman to experience the thrill of knowing she has a new life within her. It allows her a private moment of joy, the secrecy to gather her own thoughts and make her own decisions as to the future before involving others in the development of her body. It also ensures total privacy for those dreading the outcome.

Because the majority of users want pregnancy, they often put off testing for

several days after a period is due for fear of obtaining a negative result. Therefore, by the time they do test, they only need to test once to accurately establish whether or not they will soon become mothers. The longer a woman waits to test, the higher the level of hCG in the urine if she is expecting.

First Response offers a single test kit retailing at \$5.95 (\$3.89 trade). There is also a double test kit for \$7.95 (\$5.18 trade) for the customer more unsure of the dates of her cycle or who wants a second test as a double check for peace of mind.

Discover Today also comes as a double test kit, retailing at £8.50 (£5.54 trade). Recent figures show that sales of the product have reached a new high. Offering the latest in technology, it can give an accurate result, also on the first day of a missed period. Because it is so sensitive it can give a positive result in as little as one minute, using a urine sample from any time of day, making it the most convenient test on the market.

Both Carter-Wallace brands can be used at any time of the day — no need to wait for a morning sample — and are not affected by vibration or medication such as the Pill.

Both have step by step instructions and easy to read results based on a colour change, making them ideal for minds often blurred with anxiety and hands shaking in anticipation. All this shows the forethought of Carter-Wallace, making their brands the names in first response to all over-the-counter baby talk.



ODE TO AUTUMN

Autumn is the season to mellow out and relax after the long, hot Summer, a time when tans are fading, complexions paling and warmer cosmetic shades make a come-back. We look at what's on offer to enable you to give your customers all the advice they need to choose their Autumn palette

Without a doubt, Autumn is one of the most beautiful seasons of the year. Summer pinks and reds are suddenly transformed into the warmer more earthy tones of the harvest season and bright shades are replaced with muted, dusty hues.

The big cosmetic houses have already announced their shades for Autumn, with sophisticated palettes and even more sophisticated names — Desert Spice, Cashmere, and Earth's Dreams — to name but a few. Don't be inhibited by the unpronouncable shade names; once you've got a grasp of the basic Autumn palette you'll feel confident enough to recommend shade combinations to your customers.

Colours for this year reflect the beauty of the season with a predominance of earthy tones and an abundant use of muted browns, greens and hazy golden hues. This Autumn's theme is "back to nature" and the colour houses are turning to mother earth for their inspiration.

Clothing colours will also change. As pastels fade out they will be replaced with greens, khaki's, salmons, peaches and mustards. Before recommending cosmetics to customers, take a look at what they are wearing and get a feel for the type of wardrobe they favour, then match Autumn shades accordingly.

More important than clothing however, is hair and eye colouring. Not all Autumn shades will suit everyone — it's often difficult to match a golden eye shadow with blue eyes or a blue shade with green eyes. It's also worth remembering that shades vary widely with each different brand, so one company's pale blue or beige will vary in intensity from another's.

Women who particularly suit Autumn shades usually have dark blonde, golden brown, chestnut or coppery hair and brown or green eyes. However, you can't ask customers to change their basic eye and hair colours to match the season. Instead, use our table and select shades to match skin, eye and hair colourings.

Laying the foundations

Foundation is used to smooth the texture of the face and even out its tone. Most foundations nowadays contain moisturisers and a sunscreen and so can actually protect the skin. The key to a natural look is choosing the right foundation to harmonise with skin tone. For Autumn, foundations are warm or yellow based. As a quick guide, the following will help you with foundation selection:

Ruddy complexion with freckles: warm peach

Fair skin: ivory Beige skin: natural beige Golden skin: golden beige shades



If skin is dry, recommend an oil-based foundation. Offer an oil-free foundation for slightly oily skin. Water-based foundations are usually suitable for most skin types.

We used a natural beige on our model, applied with a sponge for even coverage (fingers can stretch and pull the skin). We also used a translucent powder to fix the base.

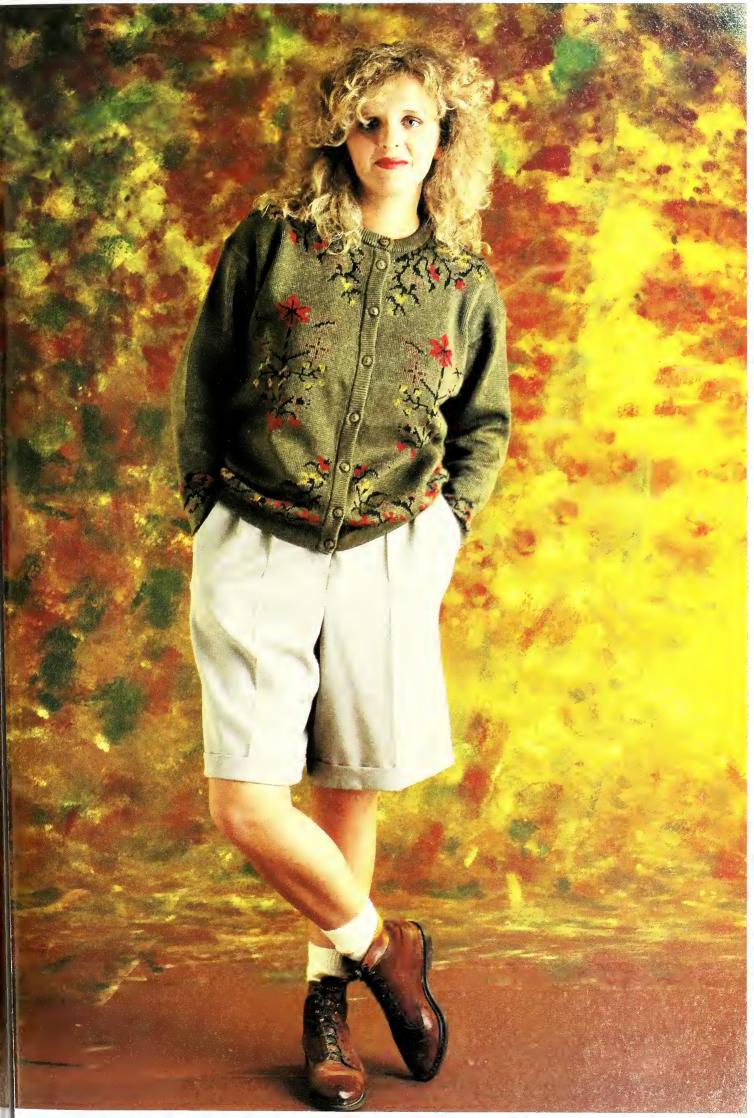
Autumn make up chart

Lipstick
mocha
tawny salmon
tawny peach
honey brown
cinnamon
brick red
plum

Blusher mocha salmon apricot chestnut terracotta Foundation bisque ivory natural beige peach beige golden beige peach bronze



Eye chart						
	Brown eyes	Green/Hazel eyes	Blue eyes			
Highlights	champagne ivory pale peach pale golden yellow light warm green	champagne beige pale peach peach gold	champagne ivory pale peach aqua light violet			
Contour shades	coffee brown olive green sage mink bronze	Teal green Warm green olive green golden brown coffee brown	coffee brown golden brown putty grey bronze periwinkle blue			
Liners	brown olive green marine navy	brown teal green forest green	marine blue teal blue violet			



Enough to make you blush

We decided to use a tawny peach blusher, but for very light skinned customers recommend lighter apricot shades. Mocha can also be attractive and is a perfect match for browns and chestnuts. We found a powder blusher easiest to use, but many people favour a cream, a mousse or a gel. Creams tend to be slightly oily, so steer away from them for oily skin. Gels or tints, however, have little or no oil and can be blended down to almost nothing if required.

Making eyes

Basically, eyes for Autumn are natural but warm and earthy. Shades from companies this year include: lupin, dusky pink, copper dust, sandbar and coffee. The range is bewildering, but most customers will have an idea of the types of colours they are looking for.

We chose a combination of browns and beiges for our model. First we covered the entire eye area with a champagne beige highlighter (if a customer's eye lid is prominent she should avoid applying highlighter here). With a contour brush we then added an earthy rust colour on the outer third of the lid, almost in the shape of a triangle.

Next, we contoured the orbital bone with the same shade which has the effect of pushing it back, allowing the eye to ''shine out''. Advise customers to take care when they do this — the contour should be perfectly blended, if it is shaded too low the eyes will look sunken.

We then used beige in the corner of the eyes to lift them and a light golden brown in the centre. The look is finished with a dusky brown eye liner gently blended to soften and widen eyes, and two coats of brown black mascara.

Getting lippy

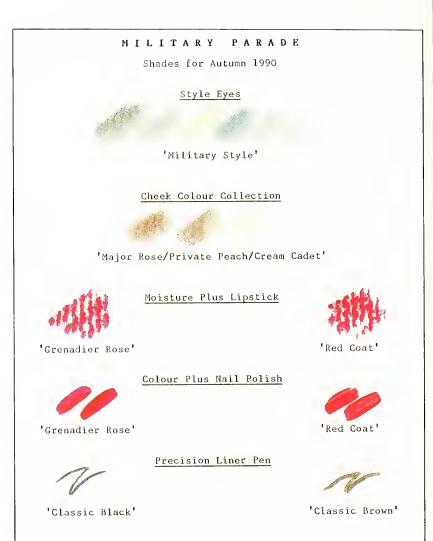
Lipsticks should complement both skin tone and clothing, so if you are asked to advise on colours make sure you take this into consideration. As a rough guide, light hair looks best with muted shades of tawny peach or cinnamon; brownish honey is perfect for daytime shades. We chose a plum wine shade to complete our Autumn look and for a more natural alternative we also tried out a dusky coral pink.

The key to beautiful lips is definition, whether shades are soft or bold. Lipsticks should be applied straight and evenly, especially at the corner of the mouth.

A lip pencil can be a life-saver with problem lip shapes. For thin lips, use the pencil just outside the natural lip line, a shade lighter than the lipstick will add fullness. If lips are very full, reverse this process and use a lip liner just inside the natural lip line a shade darker than the lipstick. However, it's important to warn customers not to carry these tips too far or they could end up with lips that look comical rather than chic.

With these tips under your belt, you should be confident enough to feel your way around the array of colours lining your shelves this Autumn and recommend shades to even the most difficult customers.

Right: examples of Autumn colour swatches from two of the big cosmetic houses. Rimmel (above) have gone for greys, greens, reds and peaches, while Outdoor Girl gets shades of blue, brown, beige and warm pinks

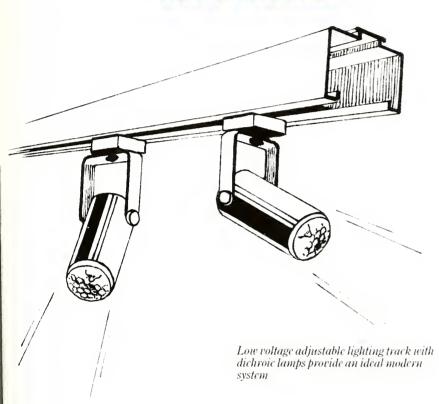




WINDOW DISPLAY

In the second article in our series on window display, designer Beverly Fuller explains how to make the best use of light and colour

The language of light and colour



Clever application of light, colour, pattern and texture in your pharmacy window can set the mode, grab attention and attract customers, but colours are affected in many different ways.

Did you know that colours change their appearance according to the hue and intensity of the light source? Daylight and artificial light act differently on the same surface. Light value is also affected by the direction the window is facing. The warmest light comes from the south, and north facing windows get the coolest light. You should allow for this in the choice of colour and lighting for your window. Colours also change in tone when placed text to each other.

Illusions of colour

The size and shape of your window can be isually transformed by the way you use olour. Small areas are increased by a light, niform colour scheme. Height can be isually reduced by using horizontal bands of ifferent colours and patterns, or increased y vertical stripes or panels.

Colours can be used to create

atmosphere. The principal hues of the spectrum all have different characteristics. Red is a hot, emotional colour which denotes life and action. Blue is a cold colour with intellectual appeal — the colour of truth. Yellow has the highest visibility to attract attention, suggesting radiance and splendour. Orange is a strong, luminous, alert colour. Green, the colour of nature, suggests tranquility and hope. Purple is also soothing and evokes pomp and regality.

Remembering that colours such as yellow, orange and red are warm, advancing colours, while blues, greens, violet and grey are cool receding colours that will help in creating the correct balance between the display background and your products.

Deep rich colours like burgundy and gold will give your merchandise a sophisticated, up-market ambience. Try an all white display adding different textures. Black and white can look striking with certain products. Why not combine black and orange, or black and yellow, or ring the changes with pastel shades and seasonal colours?

Careful use of patterns also helps to create mood and atmosphere. Diagonals,

zig-zag patterns or spots can give your display impact. Rhythmic patterns and flowing curves can add grace and interest.

Thoughtful, colour coordinated displays create a stronger, more cohesive window, but keep it simple. Never use too many colours together and don't overpower the merchandise with the background colours.

Setting the scene

Good lighting really helps to set the scene in your window display. Don't skimp on it. A well designed, high level of illumination will make your shop stand out from the rest. When properly used, lighting should concentrate the main focus of attention on the merchandise and sales messages.

Choose your lighting carefully. Heat, distance and spread of beam are important. Keep hot bulbs away from easily damaged sensitive products and, where possible, use ultraviolet (UV) filters to protect colours which can fade quickly in bright light.

Lighting should give you the flexibility to change and add variety to your display. Effective lighting can point up or play down the display areas in your window. You can add colour, movement, sparkle and optical effects. In some windows floor-mounted spots or coloured bulbs and filters can also be useful.

Bear in mind that pale colours reflect light well, while large areas of dark colour need a much greater lighting output. High contrasts of light and dark are sometimes used for dramatic effect.

Make sure your lighting is working day and night. Use time switches for economy and control. Check constantly that as displays are changed, spotlights and fittings are repositioned suitably for the new arrangement. It may sound a chore but regular cleaning of all light fittings and surfaces will maintain a brighter, more effective lighting scheme. Replace dead lamps as quickly as possible.

Choosing the right equipment

Choose light sources with good colour rendering properties. Avoid heavyweight fluorescent fittings and oversize spotlights which are not really suitable for refined pharmacy and cosmetic displays.

Adjustable lighting tracks in the ceiling give flexibility to move spots to different positions for a more effective display. Fix the tracks well forward to the front of the window. Modern low voltage, high output spots, such as miniaturised dichroic lamps, are much cooler, more energy efficient and make your window attractive.

Be careful where you direct them. Customers can be dazzled if they have to look straight into the lamps. Never point spots at the customers, always at the goods on display — and avoid aiming spots at shiny surfaces.

Keep up with new developments such as longer lasting lamps and the latest cool lighting sources. Take expert advice before purchasing new lighting and always have your lighting installed by a qualified electrician.

Kimena Procus the cologrates Adomo rish of other Pareste — a bumpingo orther tomor should me tro

The new fashion collections have powerful military undertones — khaki, putty and

The new tashion collections have powerful military undertones — khaki, putty and flannel are the strongest of the neutrals with a bias towards murky grey and green. These muted shades are lifted triumphantly with splashes of cherry and scarlet and accents of gold from buttons, insignia and epaulettes. Shapes are structured, but any severity is countered elsewhere by fluidity or softness of texture. Military Parade reflects this trend — smoky, sultry eyes and vibrant scarlet lips are set against the most delicate porcelain complexion.



Start with a flawless complexion created with the help of Cover Silk Make-Up—choose a shade slightly lighter than the actual skin tone for extra luminosity and seal with a dusting of ''Translucent'' Loose Face Powder. Paint perfectly smoky Autumn eyes with ''Military Style'' Style Eyes—chocolate, khaki, gold, dusky emerald, pale grey and silver make up—Autumn's essentially versatile eye shadow collection. The new Precision Liner Pen in ''Classic Black'' or ''Classic Brown'' adds instant eye emphasis when gently traced above top lashes that have been coloured and conditioned with Extra Build Mascara with Protein in ''Black Satin'' or ''Brownish Black''.



Cheeks should be sculpted with the aid of "Major Rose/Private Peach/Cream Cadet" Cheek Colour Collection, three coordinating colours to expertly shape and shade — apply deeper shades in cheek hollows and lighter shades to highlight. Lips and nails look perfect during the day with dusky red "Grenadier Rose" Moisture Plus Lipstick and matching Colour Plus Nail Polish, while the same make-up can be given extra vibrancy for evening with fiery scarlet "Red Coat" Moisture Plus Lipstick and matching Colour Plus Nail Polish.



To help re-create the mood of the fabulous Forties in a contemporary way, Rimmel introduces a stylish gift-with-purchase. This classic olive green shoulder bag is edged in tan and has been specially designed to coordinate with this Autumn's fashion look. This lovely gift is available with three proofs of purchase from the Military Parade collection. Details and a coupon are available in the eye-catching Military Parade leaflet available at point-of-sale.



The Rimmel name means three things to loyal customers — colour, choice and confidence.

because Rimmel offers the widest choice — over 360 shades from classic neutrals to high-fashion brights with which to create any look, and new fashion statements every season.

because these shades are available in product categories that cater for all ages, tastes and skin types — over 100 different shades in six different categories for lips and nails alone. And finally...

in using highquality, caring products developed through years of expertise... and no animal-testing! This explains why more women choose to buy Rimmel than any other make-up brand.



NOT TESTED ON ANIMALS



Damaged skin

The products in this section are for damaged skin conditions excessively dry, cracked and sore skin; over exposure to the sun may be the cause of red, raw, burned skin; a recognised condition, for example eczema, may be present; the list also includes products for contact and irritant dermatitis. Products in this list include emollients which soften and soothe dry skin. They can be applied directly onto dry or wet skin; others are for use as bath additives.

Dermatitis and eczema both describe the inflammatory response of the skin which produces typical red itchy scaly eruptions. In eczema, the cause is usually an internal factor, often associated with hay fever

Alcoderm Cream

Galderma

White thick smooth cream, containing liquid paraffin in a moisturising base Dry, chafed or irritated skin 60g £4.14

Alcoderm Lotion

White viscous liquid containing liquid paraffin 120ml £4.93

Alpha Keri Bath Oil

Bristol-Myers

Clear, colourless water-dispersible bath additive, containing mineral oil 91.7% and lanolin 3%

Aid in the management of dry itchy skin.

Bath: Add 10-20ml to the bath water and soak for 10-20 minutes Sponge bath: Add 10-20ml to a basin of warm water. Apply over entire body with a sponge or flannel Infant bath: Add 5ml to bath water Skin cleansing and shower: Rub a small amount onto wet skin, rinse and pat dry

Caution: Guard against slipping in a wet bath

240ml £6.10, 480ml around £11.39

Anethaine



Non-greasy, vanishing cream containing tetracaine 1% Irritated skin, stings, insect bites and nettle rash

Smooth onto affected area. Repeat as needed two or three times a day

Caution: Not suitable for children under 3 years. Do not apply to broken skin 25g £1.39

Anflam



Cox

Cream containing hydrocortisone 1% Irritant and contact allergic dermatitis, insect bite reactions

Use sparingly over a small area once or tewice daily for a maximum period of one week

Caution: See box

15g £1.42

Anthisan



Fisons

Cream containing mepyramine maleate

Allergic skin reactions, insect bites and stings, nettle rash

Rub in gently two or three times daily for up to three days

Caution: Discontinue if skin sensitivity occurs 25g £1.69

Antipeol

Medico-Biological

Ointment containing zinc oxide 20%, ichthamol (1 in 3) 2.8%, salicylic acid 0.1% and urea 0.1%

Soothing relief of minor skin problems Smear the ointment first around, then on the affected area. Renew applications frequently

18g £1.10, 37g £1.29, 93g £2.16

Aquadrate



Norwich Eaton

Specially formulated base containing urca 10%

Atopic eczema, ichthyosis and other chronic dry skin conditions Wash affected area well, rinse off all traces of soap, dry and apply sparingly, twice a day

Caution: May cause irritation on sensitive skin 30g **£2.81**, 100g **£8.47**

Aveeno Powder



Dendron

Regular or oilated colloidal out fractions Dry skin conditions

Adult: Disperse one sachet into warm bath Baby: Disperse half a sachet into

Remember

All these products are for external use only.

Always advise the customer to follow the directions on the pack, for example some products cannot be used if the skin becomes broken.

Warn the customer to discontinue use of any product that worsens

Advise the customer to consult their doctor if the condition persists.

and asthma. Treatment is usually overseen by a doctor. In dermatitis, an irritant like nickel, wool, detergents, perfumes or insects might be the cause. The reaction is local and follows contact with the irritant. Hydrocortisone creams, available over the counter for a few years now, can be used for dermatitis. Special cautions are included in the "Remember" box as there are strict guidelines for its use

This concludes this year's OTC listing for skin products. Products specifically marketed for acne were listed in January; those for athlete's foot and nappy rash in February and products for sunburn in

May. Last month we featured antiseptics.

Caution: Bath surface may become Regular 50g £0.71, Oilated 30g £0.71

Aveeno Bar and Emulave Bar 75g £1.39

Aveeno Emulave Fluid 150ml £3.19

Aveeno Cream 75ml £2.15

Balneum Merck



Bath oil containing soya oil 84.7ml in each 100ml

Dry skin conditions including dermatitis and eczema

Adults: 1 measure (20ml). Take 2-3 baths weekly. Children: 1/4 or 1/8 measure (2.5-5ml). A daily bath is recommended

225ml £5.42, 500ml £10.73, 1 litre £20.70

Balneum with tar

Clear, brownish-black bath oil containing soya oil 55% and coal tar

 $\hat{\mathbf{A}}$ dults: 1 measure (20ml). Take 2-3 baths weekly for up to 20 minutes each. Children: up to 1/2 measure in smaller baths

Caution: Do not apply to moist and weeping dermatoses or severely broken skin 225ml £6.42

Caladryl Cream



Warner Lambert

A smooth pink cream containing calamine 8%, diphenhydramine 1% and cambhor 0.1%

Urticaria, herpes zoster, sunburn, prickly heat, insect bites and nettle stings (hives in infants) Smooth cream onto affected area three or four times a day

Caution: Do not apply to raw surfaces or mucous membranes

42g £2.09

Caladryl Lotion

A smooth pink viscous lotion (contents as cream) Dab lotion on

125ml £2.09

Calmurid

Pharmacia



White shiny cream containing urea 10% and lactic acid 5% in a stablised emulsified base

Hyperkeratosis and dryness in conditions characterised by dry, scaly

Apply a thick layer twice daily after washing the affected area. Leave on for three to five minutes and then rub in. Excess can be wiped off with a tissue Caution: May cause smarting when

applied to raw area, fissures or mucous membrane

100g around £6, 400g around £21.55

Conotrane Cream

Boehringer Ingelheim

White cream containing benzalkonium chloride 0.1% and dimethicone 22% Protection of the skin from moisture irritants and chafing

Apply to the affected area several times daily, or after every nappy

50g £1.02, 100g £1.66, 500g £6.31

Cream E45



Crookes Healthcare

White soft paraffin 14.5%, light liquid paraffin 11.6%, anhydrous lanolin 1% in emulsion base

Dry skin conditions and nappy soreness

Apply two or three times daily 50g £1.35, 125g £2.69, 500g £6.29

Wash E45

Blend of mineral oils 82%, zinc oxide 5%

150ml £2.89

Bath oil containing medicinal white oil 90.95% and cetyl dimethicone 5% 150ml £2 89

Cuticura Ointment

Dep

Clear green ointment

Soothes and protects sore, tender skin Apply sparingly to the affected area and rub gently into the skin

Caution: Avoid contact with jewellery, particularly silver, as discolouration may occur 30g **£1.49**

Cuticura Dry Skin Emulsion 100ml £1.49

(P) denotes that a product is Pharmacy only and can only be supplied under the supervision of a pharmacist.

Dermacort Cream



Panpharma

Cream containing hydrocortisone 0.1% in a special cream base Treatment of skin irritations,

dermatitis and rashes due to reactions to plants and insect bites, jewellery, toiletries etc

Adults and children over 10: Apply sparingly over a small area once or twice a day. Rub gently into the skin until the cream

disappears Caution: See hox 15g **£1.85**

Dermidex International

Cream containing lidocaine 1.2%. aluminium chlorhydroxyallantoinate 0.25%, chlorbutanol 1% and cetrimide

Skin irritations, rashes Apply every two hours Caution: Not suitable for babies 30g £1.83 50g £2.75

Prices in this section are correct at the time of going to press. For latest packs and prices, see Price Service.

Diprobase

Schering-Plough

White cream containing liquid paraffin 5% and white soft paraffin 95% with chlorocresol 0.1%. Preservative-free ointment same ingredient, without chlorocresol

Relief of red, inflamed, damaged, dry or chapped skin, protection of raw skin areas, use as a pre-bathing emollient Apply thinly to cover affected area, massaging gently and throughly into the skin, usually as often as required 50g £2.76, 500g (cream only) £11.95

Eczederm



Quinoderm

Pink coloured cream containing alamine 20.88% and arachis oil

Wet and dry eczemas and other mild lermatoses

Spread thinly over the affected areas ip to three times a day 30g £1.79, 50g £3.09, 500g £16.51

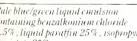
Efcortelan P



ream or ointment containing vdrocortisone 1% ontact and allergic dermatitis, insect tes and stings

aution: See box 5g £1.40

mulsiderm Emollient



<mark>ontaining benzalkonium chloride</mark> .5%, liquid paraffin 25%, isopropyl wristate 259 ry skin conditions

hake bottle before use. In the bath: dd 30ml to a 6-8 inch bath of warm ater. For infant bathing use 15ml. oak for 5-10 minutes and pat dry. For e skin: Ruh a small amount undiluted to the dry area of skin until absorbed aution: Avoid eyes. Take care to aboid ipping in the bath

0ml £6.80, 1 litres £18.16

urax Cream

iba

hite, non-greasy, non-staining cream

containing crotamiton 10%

Prompt symptomatic relief of itching of varying origin

Apply as frequently as required. Will provide relief for 6-10 hours after each application

Caution: Do not use near the eyes or on broken skin

30g £1.99 100g £3.61

Hc45



Crookes Healthcare

White cream containing hydrocortisone

Contact dermatitis from allergies or irritants, insect bites

Use sparingly on a small area once or twice a day, for a maximum of seven days

Caution: See hox 15g **£1.65**

Hirudoid



Panpharma

White vanishing cream or colourless gel containing heparinoid 0.3 per 100g Soft tissue injuries, superficial thrombophlebitis, varicose veins Apply liberally up to four times a day 40g £3.28

Hydromol Cream

Quinoderm

White cream containing arachis oil 10%,isopropyl myristate 5%, liquid paraffin 10%, sodiumpyrrolidine carboxylate 2.5% and sodium lactate 1% in an emollient base Conditions in which "dry skin" is a

feature Apply liberally to the affected area and

massage well in. Use as often as

50g £3.38 100g £5.59 500g £17.99

Hydromol Emollient

Clear, colourless water-dispersible bath addıtive containing light liquid paraffin 37.8% and isopropyl myrıstate 13% Use in the bath: Add 1-3 capfuls to an 8 inch bath. Soak for 10-15 minutes. Infants: Add 1/2 to 2 capfuls to a small bath of water As a sponge bath or in a shower: Pour a small quantity onto wet sponge or flannel and rub onto wet skin. Rinse and pat dry

Caution: Keep away from eyes. Take care to avoid slipping in bath/shower 150ml £2.66 350ml £4.99 1 litre£11.63

Kamillosan Ointment

Norgine

Light brown ointment containing chamomile extract 10%, oil of chamomile 0.5% in a base containing lanolin

Irritated skin

Apply at every nappy change 24g £2.35

Keri Therapeutic Lotion



Bristol-Myers

White lotion containing mineral oil 16% Dermatitis, eczema, itching and other dry scaly skin conditions Massage gently into skin three times

daily or as often as required Caution: Raw or sensitive areas may

Remember — OTC hydrocortisone

All products containing hydrocortisone 1 per cent that can be sold over the counter (P) are to be used only for contact dermatitis from allergies or irritants, and for skin reactions to insect bites and

They should be applied sparingly over a small area, once or twice a day for a maximum of seven days.

They should not be used on the eyes or face, anal or genital areas, or on broken or infected skin including impetigo, cold sores, acne or athletes foot

They should not be used during pregnancy or on children under ten years without medical advice.

Advise the customer to consult a doctor if the condition does not improve after seven days.

smart on application 190ml £6.30 380ml £10.28

Lacticare



Stiefel

Viscous lotion containing lactic acid 5% and sodium pyrrolidone carboxylate

Symptomatic relief of hyperkeratotic and other chronic dry skin conditions Apply as required on the affected areas

Caution: Shake well before use Occasional transient, mild stinging. If prolonged irritation develops when used on broken or inflamed skin, discontinue use 150ml £5.50

Lanacane



Combe

Pearlised cream containing benzocaine 3%, resorcinol 2% and chlorothymol 0.032%

Relief of itching

Adults: Apply directly to affected area three or four times daily as needed 30g £2.09 60g £3.39

Lotil

Pava

Cream containing dimethicone and benzyl alcohol Relieves painful cracks and fissures in 28g £1.19 50g £1.59

Masse Breast Cream

Cilag

White oil in water cream containing glycerin, lanoling, arachis oil Pre and post-natal nipple care Pre-natal: Apply once or twice daily during the last two to three months of pregnancy. A 1 inch rihbon of cream is massaged gently into the nipples and surrounding pigmented area until cream is absorbed Post natal: Massage gently around the nipple and areola after the breast has been cleansed after

Caution: Lanolin sensitivity. In cases of excess soreness, consult a doctor 28g £2.42

Melrose

Melrose

Push-up tube containing waxy stick containaing yellow soft paraffin, hard paratfin, anhydrous lanolin and oil of lemon grass

Dry flaky skin and hard sore heels Rub gently onto clean dry warm skin 0.2g £1.15

Natuderm



Edwin Burgess

White cream containing about 35% lipids and 65% aqueous component Emollient and protective cream Thin application to affected area three times a day or as required 100g £3.58 450g £14.11

Nutraplus



Galderma

Smooth, white, unperfumed cream containing urea 10% Dry or damaged skin Apply evenly to dry skin areas two to three times daily, or as necessary Caution: If irritation occurs, discontinue use temporarily 60g £4.52

Oilatum Emollient



Stiefel

Bath additive containing acetylated wool alcohols 5% and liquid paraffin

Contact dermatitis, atopic dermatitis, senile pruritis, ichthyosis and related dry skin conditions

Adults: 1-3 capfuls in 8 inches of warm water; soak for 10-20 minutes, then pat dry Infants: 1/2-1 capfuls to a basin of water, apply gently over wet body with sponge, then pat dry. Skin cleansing: Rub a small amount into wet skin, rinse and pat dry

Caution: Take care to avoid slipping in the bath 150ml £2.85, 350ml £5.52, 1 litre £12.92

Oilatum Cream



White, oil-in-water cream containing arachis oil 21% and polyrinyl pyrrolidone 1% Dry, sensitive skin, lanolin sensitivity

OTC PRODUCT LISTING

Damaged skin list continued

similar conditions Apply to the affected area and rub in well, as often as required. It is more effective after washing 40g £3.09 80g £4.80

Oilatum Soap 100g £1.55

Phisoderm

Sterling Health

Liquid cleanser containing lanolin derivatives combined with an emollient emulsion whose pH is the same as the skin. Formats: dry skin, oily skin, normal skin

Cleanser for hair and body Spread a few drops on the hands, add water, work into a lather wash gently and rinse

150ml £2.99

Polytar Emollient

Stiefel

Concentrated bath additive containing tar 7.5%, cade oil 7.5%, coal tar solution 2.5%, arachis oil extract of crude coal tar 7.5% and liquid paraffin

Treatment of eczema, psoriasis and topic and pruritic dermatoses Two to four capfuls should be added to

a 8 inch bath and soak for 20 minutes Caution: Guard against slipping in the bath

350ml £8.40. 1 litre £20.70

Pragmatar Cream

Bioglan

Pale buff-coloured cream containing cetyl alcohol-coal tar distillate 4% sulphur 3% and salicylic acid 3% Scaly skin disorders

Apply daily in small quantities to the affected areas

Caution: Do not use in patients who are sensitive to sulphur, or in the presence of acute local infection. Use with care near the eyes 25g **£3.03** 100g **£10.17**

Rikospray Balsam

3M Riker

Brown solution in pressurised glass bottle containing dissolved solids of benzoin 9% and prepared storax 2.5% Treatment of cracked nipples and skin fissures

Affected part should be sprayed sparingly, keeping the nozzle 15-20cm from the skin

Caution: Should not be applied to areas of obvious infection. Inflammable 50g £3.98

Sential E Cream

Pharmacia

White cream containing urea 4% and sodium chloride 4%

Dryness, scaling and itching of the skin associated with conditions such as

Apply twice daily after washing or

Caution: Raw or sensitive areas may smart on application 100g £5.12

Skintex Medicinal Cream

Aimee Lloyd

Cream containing chloroxylenol 0.25% and camphor 0.5% Chapped hands, split fingertips, corns, callouses and sunburn Apply three or four times a day Caution: Consult your doctor in pregnancy or during lactation or if symptoms are severe or do not

improve within ten days 50g £1.20 600g £6.75

Snowfire

Pickles

Balm containing benzoin, citronella, thyme oil, lemon thyme, clove oil and

Chapped hands and chilblains Apply as often as necessary 24g £0.80

St James Balm

Medico-Biological

Ointment containing zinc oxide 20%, icthammol (1 in 3) 2.8%, salicylic acid 0.1% and urea 0.1%

Soothing relief of minor skin problems Smear the ointment first around, then on the affected area. Renew application frequently

37g £1.27

Ultrabase

Schering

White, oil-in-water cream containing white soft paraffin 10%, liquid paraffin 10% and stearyl alcohol 8% Dry skin conditions

Smooth into the skin as often as required

50g £1.81, 500g £9.83

P denotes that a product is Pharmacy only and can only be supplied under the supervision of a pharmacist.

Ungmentum Merck

(P)

Merck

White cream containg silicic acid 0.1%, liquid paraffin 3%, white soft paraffin 32%, cetostearyl alcohol 9%, polysorbate 406%, glycerol monostearate 3%, saturated neutral oil

2%, sorbic acid 0.2% and propylene

Dermatitis, nappy rash, ichthyosis, eczema, pruritis and dry, scaly skin Apply sparingly three times a day or as

50g £2.81, 100g £5.54, 200ml £10.95, 500g £16.91

Vasogen

Pharmax

Cream containing dimethicone 20%, zinc oxide 7.5% and calamine 1.5% Irritated skin

After cleaning and drying, rub on to affected area

50g £1.09, 100g £1.83

Cuplex Gel

P

Smith & Nephew

Clear, brownish yellow viscious gel containing salicylic acid 11% in collodion gel

Soak the wart every night in hot water for five minutes. Dry thoroughly. Apply one or two drops of gel to the wart and allow to spread. In the morning, remove elastic film and reapply. Two or three times per week rub away the wart carefully with emery board or pumice stone.

Caution: Not suitable for infants. Keep away from naked flames 5g £3.90

Duofilm Liquid

(P)

Stiefel

Almost colourless clear liquid containing salicylic acid 16.7%, lactic acid 16.7% in collodion Planter and mosaic warts Soak wart in hot water for five minutes. Rub surface with pumice stone or emery board. Apply avoiding normal skin. Allow to dry. Cover with plaster if wart is large or on foot. Continue

restored Caution: Highly inflammable 15ml £3.36

treatment until wart is completely

cleared and ridge lines of the skin are

Glutarol Wart Paint

(P)

Dermal

Colourless solution containing glutaraldehyde 10%, Bitrex, industrial methylated spirit, purified water Warts, especially planter warts Gently rub surface of wart with pumice stone or emery board. Carefully apply few drops of paint to the wart, taking care to localise application to affected area. Allow each drop to dry before next is applied. Repeat twice daily. Repeat on subsequent days 10ml £3.23

Warts are caused by an infection of the skin by a virus. They occur mainly in teenagers, picked up at school and sports centres, usually through a slight area of skin damage.

Warts have a rough surface and irregular shape. There may be a black spot in the centre. Sideways pressure may be painful. Getting rid of them can be a slow process, and it is important to remind people buying wart removers from the pharmacy to continue treatment regularly and thoroughly until the wart has completely disappeared.

Treatments, which are not intended for the face or genitals, contain skin dissolving agents like salicylic acid and lactic acid, and gluteraldehyde and formaldehyde. Paring down hard skin with a pumice stone or emery board may speed the treatment. Care must be taken to ensure the medication does not come into contact with surrounding skin.

Prices in this section are correct at the time of going to press. For lastest packs and prices, see C&D Price Service

Callusolve Wart Treatment

Dermal

Clear orange/brown solution containing benzalkonium chloride bromine 25%, liquid paraffin, chloroform

Warts, especially multiple or mosaic Gently rub surface of wart with pumice stone or emery board. Carefully apply few drops of the paint, taking care to

localise application to the wart only. Allow each drop to dry before the next is applied. Cover with adhesive plaster 10ml £3.39

Compound W



Whitehall

Clear liquid containing salicylic acid

Common warts and verrucaes Apply one drop at a time until wart is covered. Repeat daily for up to four weeks

Caution: Inflammable 5.5ml £1.18

Remember

section contains preparations for external use only

Many corn and wart products contain skin dissolving substances so they should be kept away from healthy skin and eyes.

Podophyllin-containing preparations should not be used by pregnant women or if there is a chance a woman might become pregnant.

Diabetics should be advised to see their doctor before using any wart treatments.

Wart products should not be used on facial or genital warts.

Novaruca

(P)

Bioglan

Orange gel containing glutaraldehyde

Plantar and other warts
Apply twice daily and cover with a
dressing if required. Surrounding skin
may be protected with thin film of
petroleum jelly before application

Salactac Gel

(P)

Dermal

Clear, viscous gel containign salicylic acid 12%, lactic acid 4%, camphor, pyroxylin, ethanol and ethyl acetate Warts, corns and callouses Apply one or two drops to wart daily, using applicator. Abrade once a week with emery board Caution: Not to be used on moles or other skin lesions for which not

Salactol Wart Paint

(P)

Dermal

indicated 8g **£5.28**

Colourless or pale yellow/brown paint containing salicylic acid 16.7%, lactic acid 16.7%, lactic acid 16.7%, lexible collodion 66.6% Warts, especially plantar warts Soak then dry wart. Gently rub surface with pumice stone or emery board to remove hard skin. Carefully apply few drops of paint to wart, taking care to localise application to affected area. Cover with adhesive plaster. If a plantar wart, leave for 24 hours. Repeat daily, removing old collodion 10ml £2.93

Veracur Gel

Typharm

Clear, water miscible gel containing 1.5% of solution of formaldehyde Warts, especially verruca Apply directly to the wart and cover with a plaster, repeat twice a day. Remove the outer dead layers with a pumice stone as the treatment progresses 15g £1.75

Vericap Wart Caps

(P)

Cuxson Gerrard

Elastic self-adhesive plaster with disc of brown outment surrounded by felt ring. Ointment (125mg on medium, 175mg on large) contains 20% podophyllin and 20% linseed oil in a lanolin base Warts, especially verrucas Apply one cap to the wart for seven days. If unsuccessful, wait 12 weeks before repeating treatment 2 medium £1.74, 2 large £2.20

Wartex Ointment

(P)

Pickles

Ointment containing salicylic acid 50% Hard and ragged warts Apply a trace to wart only for several lays. Tube 5g £0.99

Diary

Numark/Butler courses

Further details on these training sessions are available from Mike Calhus, E.H. Butler & Son Ltd, 47 Morris Road, Leicester LE2 6BS, Tel: 0533 702881.

Sterling Health courses

Further information on the 1990 programme of the Sterling Health Educare Roadshow is available from Les A'Boe, operational manager, Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS. Tel: 0483 65599.

NPA courses

Details and booking forms for all courses are available from the

training department of the National Pharmaceutical Association, Mallinson House, 40 St Peter's Street, St Albans, Herts AL1 3NP. Tel: 0727 32161.

NPA/SPF courses

Details of the National Pharmaceutical Association's courses in Scotland from Shelia Elliott of the Scottish Pharmaceutical Federation. Tel: 041-221 1235.

Septemi	ner		
18	Liverpool	Self-medication/Headache/Cystitis	Sterling Health
19	Leicester	Winter Remedies	Numark/Butler/Wellcome
20	Northampton	Winter Remedies	Numark/Butler/Wellcome
O ctober			
	Newcastle	Fragrance Sales	NPA
2	Edinburgh	Selling	NPA/SPF
3	Edinburgh	Merchandising	NPA/SPF
2 2 3 3	Leeds	Fragrance Sales	NPA
	Edinburgh	Advanced Selling	NPA/SPF
4 5	St Albans	Fragrance Sales	NPA
	Norwich	Self-medication/Headache/Cystitis	Sterling Health
9	Aberdeen	Selling	NPA/SPF
10	Aberdeen	Advanced Selling	NPA/SPF
11	Aberdeen	Merchandising	NPA/SPF
16	York	Selling	NPA
17	York	Merchandising	NPA
18	York	Advanced Selling	NPA
Novemb	er		
6	Coventry	Self-medication/Headache/Cystitis	Sterling Health
6	lpswich	Success in Selling	NPA
7	lpswich	Merchandising	NPA
8	lpswich	Advanced Selling	NPA
6 7 8 27	Manchester	Self-medication/Headache/Cystitis	Sterling Health

Last month's answers

Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

The correct answers to last month's Clockwise competition were: 1. Virginia Bottomley 2. Eye Dew 3. Wellcome 4. Mentholease 5. Selenium sulphide 6. Dentinox 7. Oxygen 8. Genetics 9. Special Recipe 10. Peaudouce 11. Extra free 12. Elancyl

Last month's winners

Clockwise

Angela J. Moore, Boots the Chemist, 9
Market Street, Marple, Stockport. M.
Wilson, National Co-operative Chemists
Ltd, 38 Commercial Road,
Skelmanthorpe, Huddersfield. Sara Ogg,
R.A. Atkinson, 205 Garners Lane,
Stockport. Meinir Jones, W.A. Richards,
Gravells Pharmacy, The Square,
Ammanford, Dyfed, South Wales.
Samantha Simmons, K.L. Cockcroft Ltd.
125 Fitzwilliam St, Huddersfield.

Wordsearch

Mrs A Ondhia, Acle Pharmacy, The Street, Acle, Norfolk. Haley Wilson, Ellison Pharmacy, 5 Saville Place, Newcastle. Mrs. A.M. Rigby, Boots the Chemist, 31-39 Chapel St, Southport. Mrs. S. White, J.M. Lawrence, 126 Hull Rd, York. Gail E. Drew, Clayton & Wilkinson, 155 Neasham Road, Darington, Co. Durham.



Maureen Barron of E.U. Law Ltd, Wibsey, Bradford receives her prize of a Goodmans TV/stereo cassette player from Mike Heavey of Schering-Plough Consumer Health. Maureen was one of six winners of the company's Congesteze product knowledge competition

Your shelves in 12 parts

Over the year, the product listings in the 12 issues of *Over the Counter* build up into a handy reference source of over the counter medicines, broken down by the remedies they are designed to treat.

If you have mislaid copies of *Over the Counter*, or would like to build a complete product list from scratch, back issues of the last 12 months are available, price £0.50 a copy, or £4 for all twelve. Write, stating which issues you would like and enclosing a cheque for the correct amount, to *Over the Counter*, *Chemist & Druggist*, *Sovereign Way*, *Tonbridge*, *Kent TN9 1RW*.

Major moves on medicines front

The OTC medicine manufacturers seem to be making all the waves this month, with the relaunch by Crookes of their recent acquisition Asilone, SmithKline Beecham unveiling a non-CFC Freeze Spray, Nurofen as a soluble tablet, a new variant for Setlers Tums, a new children's Benylin and a test market for Whitehall's latest Anadin,

Further details on all the products on the next four pages can be found on the Counterpoints pages of the last month's issues of Chemist & Druggist.

Babycare

Designer Griptight

Jumbo elephant, Edward bear, a yellow duck, and a cat feature on the latest Griptight designer baby bottles from Lewis Woolf. The 250ml bottles come in packs of three at £4.25, a saving of £0.52 on

Lewis Woolf Griptight. Tel: 021-414 1122.

Six new Meal Timers

Farley's are pressing ahead with the development of six new

variants in their Meal Timers ranges. Summer fruits and banana join Breakfast Timers; beef casserole and chocolate pudding Lunch Timers provide two new lunches, and spaghetti bolognese and apricot and lemon yoghurt are the two new Tea Timers. All new variants have been extensively consumer researched. Three commercials will be appearing on national television over the next three months.

Crookes Healthcare. Tel: 0602 507431.



Beauty

Rimmel change tack for independents

Rimmel are focussing on independent chemists this year and this month sees the beginning of a gradual implementation of their new approach, including a redesign of the Rimmel stand and title strips to improve legibility and make merchandising and selection easier, prepaid returns labels to simplify the returns procedure, and a new

For stockists, competitions include £500 worth of Thomas Cook vouchers for the best Accent on Bronze window display. Rimmel say communications are set to improve, and stockists can expect to be asked to fill in a customer expectation questionnaire shortly. Rimmel. Tel: 071-637 1621

Skin science for Arden

Elizabeth Arden's new Ceramide time complex capsules contain ceramide 1, an ingredient said to be close to natural ceramides found in lipid layers close to the skin surface, together with vitamin A and evening primrose oil. The contents are squeezed onto the fingertips and smoothed over a freshly cleansed face and throat, before the application of a moisturiser, daily for two to three months, then on alternate days. The planet Saturn provides the inspiration for the packaging in spherical, gelatin capsules.

Elizabeth Ärden 60 £39.50

Long-wearing Colour Memory

Colour Memory eyeshadow features the new "microchrome" system which is said to make application easy. Revlon say it is long-wearing and fragrance-free. It comes in ten shades in a mirrored compact in black and gold with sponge-tipped applicator. Revlon: Tel: 071-629 7400

Aerosol face powder

Guerlain's Whisper spray is claimed to be the first aerosol face powder, with a cloud directed onto the face enough to fix make-up without shine. For retouching, the powder can be sprayed onto a make-up brush. Whisper spray is available in shades of aurore, naturelle, ambre and cornaline. Guerlain. Tel: 081-998 1646 100ml £17.50

For Men

Bang the Drum!

A range of toiletries previously only available in Boots is now being distributed to independent pharmacies. The Drum range comprises shampoo and shower

gel, hair conditioner, styling gel, antiperspirant deodorant, shaving gel, face balm, sunscreen and muscle relaxing bath gel. A national television advertising campaign is planned for October to coincide with the range's increased availability. A display stand is available. Pioneer. Tel: 0452 421905

Prices £2.45 to £4.95

Three more for Celsius

The Celsius range has gained three new products with the launch of eau de toilette 100ml £7.50, stick deodorant 75ml £1.69 and roll-on deodorant 75ml £1.39. Celsius. Tel: 071-377 5000

Fragrances

Presenting Présence

Présence combines lily of the valley with rare flowers and spices and comes in a cut crystal art deco style bottle. Présence comes in parfum, EDP, EDT, lotion and perfumed powder. POS material includes parfum samplers, miniatures, testers as well as giant items for display. Présence will be supported with a £1.2m television advertising campaign.

Parfums Parquet. Tel: 0293 820121

Prices £20 to £70

A whiff of Japan

Kenzo EDP and EDT, created by the Japanese fashion designer Kenzo Takada, has a stable base of oak moss wrapped in vanilla and white iris, with a background of cedar sweetened by sandalwood, amber and musk. The floral heart is magnolia, gardenia, ylang ylang, jasmine and peach with a top note containing orange, mandarin and bergamot. Packaging is a frosted glass bottle with floral stopper. Parfums International. Tel: 071-486 2228.

Prices £25 to £150







Haircare

Flex Fortifyl salon style!

Flex Fortifyl Complex is a salon quality, dual formula conditioner. Complex 99 — for dry, damaged nair — is said to mend and prevent split ends and to counter damage rom colour processing, thermal styling products and chemical reatments. Complex 88 — for ine, limp, weak hair — contains no il or wax to weigh hair down. Both re packaged in professional style lastic ampoules containing five reatments.

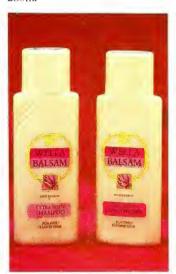
levlon. Tel: 081-568 4466 0ml **£4.95** each



Extra body Wella Balsam

For the 34 per cent of women who have fine, flyaway hair along comes Wella Balsam extra body shampoo and conditioner. Both are formulated to provide increased body and volume without overloading and are enhanced with extract of bamboo. The pearlised bottles are colour-coded pink. Advertising for the new variants starts in women's magazines this month; 50ml sizes £0.29 will encourage trial.

Wella. Tel: 0256 20202 250 ml



(P) denotes that a product is Pharmacy only and can only be supplied under the supervision of a pharmacist.

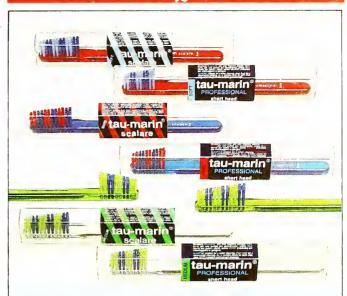
Healthfoods/Vitamins

Yeast-free vitamins

Healthcrafts new yeast-free vitamin range is aimed at consumers who prefer to avoid yeast. The four products are B-Complex tablets 90 £1.99, Compleat-B tablets 90 £1.99, 180 £2.99 and vitamin B6 25mg 90 £2.79. The yeast-free message is flashed on-pack.

Booker Nutritional. Tel: 0932 336355

Oral Hygiene



Italy's numero uno comes to the UK

Tau-marin, said to be Italy's number one toothbrush, is being testmarketed in the London area prior to a national launch at Chemex in a month's time. The range initially consists of toothbrushes and toothgel, and will be extended with anti-tartar brushes and toothpaste, and dental floss later in the year.

Tau-marin brushes have a slanted head which helps get to the back of the mouth. The dual colour brushes indicate different elasticities. The dark blue bristles in each brush are semi-hard, soft brushes have light blue bristles, medium texture have green and hard, red. The brushes are available in two head sizes, professional (short) and scalare (long).

Tau-marin toothgel is a herbal fluoride gel containing natural

Initiatives Link International. Tel: 071-376 7999 Brushes £1.54, toothgel 75ml £1.99

Anti-plaque with an angle

Louis Sanderson's ănti-plaque angled toothbrush has a longer handle than their standard antiplaque brush and allows easy access to the back of the mouth and rear of the incisors.

Louis Sanderson. Tel: 0777 870057

£0.69

A new way to brush

The Search Spiral Twin toothbrush is designed with twin angles to get to all areas of the mouth. The brush has fixed tapered heads with soft nylon filaments and a broad handle to give good grip. Stafford-Miller. Tel: 0707 331001

£1.49

For all scaly scalp conditions

- ✓ A lightly fragranced formula with the strength of coal tar.
- ✓ Does not stain the skin, clothes or bath.
- ✓ Leaves the hair shiny and easy to manage.



The effective scalp treatment in a cosmetic shampoo.





Snowman joins Wisdom

Raymond Briggs' Snowman is the latest recruit to Wisdom's character toothbrushes range. The pastel brushes come in pink, blue and white and a three dozen display pack will highlight the brushes in time for Channel 4's seasonal repeat of the cartoon this Christmas. Wisdom have also introduced Flintstones toothpaste in a pump dispenser to complement their brushes range. Yabbadabbadoo!

Addis. Tel: 0992 584221 Brushes £1.19, toothpaste £1.29

Turtle power for Sensodyne

The character brush war is certainly hotting up, as Stafford-Miller bag the latest kiddie craze and sign up the Teenage Mutant Hero Turtles for a four brush set. Characters Donatello, Michaelangelo, Raphael and Leonardo feature in a weekly cartoon series watched by over three million children. Stafford-Miller say the brushes are dentally endorsed.

Stafford-Miller, Tel: 0707 331001



OTC Medicines

Sugar-free for kids

A sugar-free children's formulation has been added to the Benylin range. Artificial colourings have also been removed, but the formulation is the same as that of the existing children's variant, which remains on sale. The pack design adopts the Benylin flag, but in green. Advertising for Benylin sugar-free is planned for the beginning of the 1990/91 season. Warner-Lambert. Tel: 0703 620500











Nurofen Soluble to dissolve away pain

Customers who prefer soluble pain relief can now have the benefit of ibuprofen, with new Nurofen Soluble. Each white, scored tablet contains 200mg of ibuprofen, dose two tablets in water, followed every four hours if necessary by one or two tablets, up to a maximum six in 24 hours.

The launch will be supported by a £2 million national TV campaign in October and November with an adaptation of the award-winning Acrim Boldo campaign. A new clear plastic counter unit holds both Nurofen and Nurofen Soluble packs. A window kit is also available. Crookes Healthcare. Tel: 0602 507431

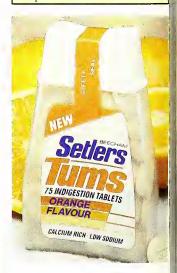
12 £1.19, 24 £2.19

Anadin Ibuprofen on test

Whitehall Laboratories are currently test-marketing the latest in the Anadin family, Anadin Ibuprofen, in the Yorkshire area. With formulations of aspirin and paracetamol already available, the company are looking to move into the growth area of ibuprofen analgesics. Each tablet contains 200mg ibuprofen and the dose is two tablets initially followed by one or two every four hours if necessary, up to a maximum of six in 24 hours, for the treatment of aches and pains. The launch is being backed by TV and press advertising in the area. Whitehall. Tel: 071-636 8080

10 £0.89, 20 £1.69, 40 £3.19

(P) denotes that a product is Pharmacy only and can only be supplied under the supervision of a pharmacist.



Setlers Tums in orange

Setlers Tums are now available in an orange flavour only variant after research indicated orange was the most popular flavour in the assorted pack. Contrasting colours on pack help the new variant stand out on-shelf. The Tums brand is the subject of a £1.5 million TV campaign over the main Summer holiday period.

Beecham. Tel: SmithKline 081-560 5151

75 £1.65



Asilone now OTC

Look out for new "consumer friendly" Asilone packs as Crookes differentiate the range to take account of recommendations by pharmacists. Crookes say Asilone is the second largest prescription brand but is also recommended by 49 per cent of pharmacists.

The new OTC packs of Asilone liquid — the old gel formulation renamed — and tablets emphasise the product's use is simple language on the pack front, retaining the detailed information and ingredients on the pack. For the prescription packs, a more medical look is retained. Point of sale material, including a pre-packed counter display with leaflets, shelf edgers and window showcards, and television advertising, starting in October, support the launch. Crookes Healthcare. Tel: 0602 507431

Liquid 100ml £1.38, 300ml £2.45, tablets 30 £2.45



Ilgex Freeze CFC-free

e presence of ozone-damaging Cs in some freeze sprays has en a cause for concern. Now lgex Freeze Spray is being aunched as a CFC-free aerosol

based on a mixture of methoxymethane and isopentane combined with the local analgesic glycol monosalicylate which SmithKline Beecham say produces the same degree of cooling as the previous formula. A \$250,000 campaign will be directed at women's magazines and the sporting media. The new cans carry a "CFC-free" flash. SmithKline Beecham. Tel: 081-560 5151.

Prices in this section are correct at the time of going to press. For lastest packs and prices, see *C&D* Price Service.

Personal Hygiene

Right Guard dries faster

All variants of Right Guard roll-on have been reformulated for faster drying. The new formula will be identified on-shelf by a cap sticker and will be the subject of a £250,000 advertising campaign in the women's press later this year. Gillette. Tel: 081-560 1234

Environmental first for Ecosense

Smith & Nephew's new Ecosense press-on towel is said to be 97 per cent biodegradable, with the remaining 3 per cent — the adhesive strip along the back — the subject of research for further improvement. The product is also 50 per cent recycled material.

One major improvement environmentally is the lack of a plastic backing, which S&N say allows the product to breathe and is therefore more naturally hygienic. Packaging is made from recycled plastic, said to require less energy during manufacture. Ecosense comes in regular absorbency only.

Smith & Nephew. Tel: 021 327 4750 10 **£1.09**



Sundries

Tobacco aroma gum

Taga.gum is a chewing gum which is said to give smokers the aroma of tobacco without nicotine. The gum is free from sugar and is enriched with vitamin C. Chewing it releases the tobacco aroma which makers Pierre Fabre say reduces the craving for tobacco. Taba-gum comes in mild tobacco and mild tobacco with menthol flavours in a pack which resembles a cigarette pack.

Pierre Fabre. Tel: 0865 742525 20 pieces **£1.65**





Canderel goes red

Canderel has been repackaged for the first time since its launch seven years ago with a new red pack. The move comes with a view to producing standard packaging throughout the European community.

Searle. Tel: 0670 514311

For health conscious customersit's NATURAL CHOICE

FROMENT

Toasted Wheat Germ BRAN

Natural and Toasted

John H. Heron Ltd., 145 Boothferry Road, Goole DN14 6AX. Tel: (0405) 76427



Quiz

1. What is a counter-irritant?	
a) An annoying customer	direction should you expect the "warmest" light?
b) A muscular pain reliever	a) South
c) An indigestion remedy	b) East
	c) North
2. An inflammation resulting in pain, swelling and restricted movements of the joints. What is it?	
a) Sinusitis	a) Bran
b) Sciatica	b) Iron tablets
c) Arthritis	c) Vitamin C
3. What would you do with Olvarit? a) Feed it to a baby	
	a) Revlon
b) Rub it on a painful joint c) Take it for a headache	b) Rimmel
c) Take it for a fleatuache	c) Max Factor
4. What does a bactericide do?a) Prevents the growth of bacteria	produced by bees and fed to the queen bee in the hive. What is it?
b) Kills bacteria	a) Ginseng
c) Kills fungi	b) Aloe vera
- 117	c) Royal jelly
5. What hormonal change indicating the release of an egg from an ovary, is detected by ovulation predictors?	10. Why is early morning
a) The first appearance of HCG ☐	a) 11 0011111111111111111111111111111111
b) The LH surge	concentration of the hormone being tested for
c) An increase in oestrogen	b) It is easier to collect
6. When you are planning a	c) It is at the right temperature
Name	
Pharmacy	
Address	
£125 t	o be won

The five readers submitting the first correct entries opened after the closing date will each win £25

The correct answers to all 10 questions in this month's Quiz can be found in the July, August and this issue of *Over the Counter*. Tick the boxes next to the answers you think are correct, fill in your name and pharmacy address and send the panel to the address below.

Entrants must be assistants employed in a registered pharmacy for a minimum of 6 hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

Closing date for entries: Monday, September 10

Send completed answers to Quiz No7, Over the Counter, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

Logical

£125 to be won

The five readers submitting the first correct entries opened after the closing date will each win £25

At Loadsacare Chemist, the front of shop duties are shared by four pharmacy assistants, who, coincidentally, travel to work in different ways and drink different things at break time. Using the four clues below, can you work out the assistants' rota, who uses each mode of transport and who likes which drink. Information derived from the first clue has already been put in the grid. Fill in the answer box and send it to the address below.

Entrants must be assistants employed in a registered pharmacy for a minimum of 6 hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

Closing date for entries: Monday, September 10

Send completed squares to Logical No2, Over the Counter, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

	Monday	Tuesday	Wednesday/Thursday	Friday/Saturday	Tea	Coffee	Lemonade	Cola	Car	Bus	Foot	Bike
Andrea	X	Χ	\checkmark	Χ	X	X					X	
Gina			Χ									
Naomi			Χ									
Carole			X									
Tea												
Coffee												
Lemonade												
Cola												
Car									,			
Bus												
Foot												
Bike												

1. Andrea, who works on Wednesdays, likes a cold drink. She does not walk to work.

2. Gina works later in the week than the girl who drinks cola. She does not like tea.

3. Naomi, who catches the number 11 bus to work, though not on a Tuesday, likes a hot drink.

4. The car driver works on Mondays.

	Working Days	Drink	Mode of Transport
Andrea			
Gina			
Naomi			
Carole			

Name	
Pharmacy	
Address	

BY VERITY

Verity is a real-life pharmacy assistant working full-time in a pharmacy somewhere in the UK, writing about her job as she sees it.

expect by now most of us have ecovered from the record breaking emperatures we've been experiencing recently — though our ock hasn't. I don't think there is a ot deodorant spray or solid cologne ick to be had the length or breadth of e country! Whether or not we've

e country! Whether or not we've
one "direct" to the manufacturers or via the wholesaler
ur luck has been out and we know we aren't alone! I've
theory that all the foot sprays for aching feet have been
ought up by suffering pharmacy assistants. Not one of us
ems to have escaped this plight in our shop — roll on the
y someone produces a remedy that has a lasting effect.

Also the hot spell has brought out an amazing number wasps and other stinging nasties. Antihistamines, oral d topical, hydrocortisones and repellants vanished from r shelves, even the ones we usually get stuck with. The stinging spell' may yet get even worse during the ming weeks as the "buzzers" get drowsy, so maybe a should keep prepared and well stocked a while longer

I may be wrong but I've a feeling that we'll be seeing

an invasion pre-Christmas of another breed of creatures — namely turtles! The little green reptiles seem to be adorning everything lately. I'm sure we won't be able to get enough turtleshaped bubble baths for stocking-fillers and children's party gifts. At least they look more friendly than

some crazes of the past years such as Darth Vader and Friends, which used to dominate the childrens' ranges.

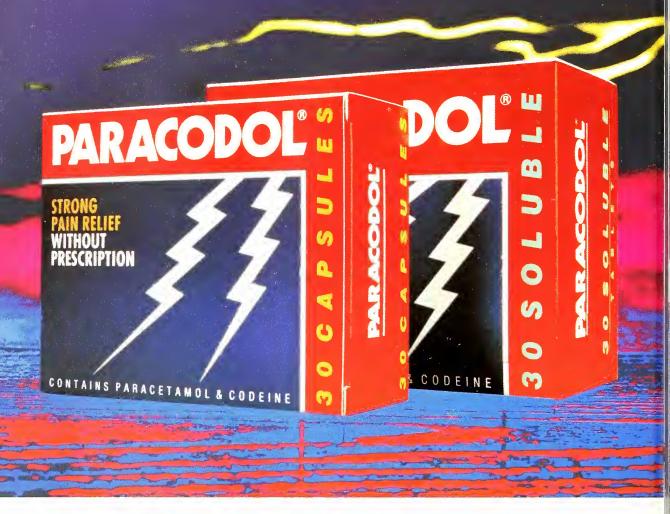
In the light of quite a bit of publicity about labelling proposals which will mostly affect our pharmacists, I heard a piece on the radio cautioning against the use of OTC aspirin during pregnancy. Apparently only a few leading brands have a warning on the pack.

That very day I was serving a lady who requested Anadin. She mentioned she was pregnant but suffering from headaches. Fortunately our pharmacist overheard and suggested she see her GP, but she still seemed reluctant and not convinced as her pack didn't mention any caution. I'm sure she then went, not to her GP, but to the local drug store, grocer or petrol station, preferring to ignore the advice as it wasn't written in black and white.

by Andy A SHORT TIME LATER ... ER ...HELLO ... UM ... I'VE BROUGHT MY SAMPLE A FULL BODIED SORRY BOUT THE BOTTLE .. FRUITY CLARET IT WAS THE ONLY ONE I FOR MY PREGNANCY OH! WELL IF I'M PLEASED TO TELL COULD FIND ... MY HUSBAND TEST ... ER . THAT'S THE WINE .. YOU THE TEST SHOWS WHAT'S MY HUSBAND MAKES HIS OWN WINE! YOU CAN HOPE TO TAKEN TO THE WINE EXPECT .. SHOWII

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WHO'LL TAKE CARE OF SALES



WHILE YOU TAKE CARE OF BUSINESS

- Paracodol will be building new sales through an exciting Nationwide campaign in the national press and women's magazines, backed by impressive PR support.
- Paracodol still offers you one of the best POR ratios of all strong analgesics.
- Paracodol offers fast, strong and effective relief from persistent pain, and it's gentle on the stomach. It's the name your customers can trust.

Paracodol's strength against pain and strength of promotion offers you stronger sales. Recommend Paracodol to build even better business.

PAIN CAN'T HIDE FROM

PARACODOL®